

BOAN DESK

FERRIS COLLEGE

JAN 28 1935

PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXX, No. 4

NEW YORK, JANUARY 24, 1935

10c A COPY

Portrait of a Patrician

“This is the finest automobile that we know how to make,” epitomizes the sales and advertising story of the Lincoln for 1935.

The potency of that statement lies in one stupendous fact — *for the fabrication of the Lincoln, science, art and craftsmanship have been squeezed for every last minim of knowledge and skill.*

And possessing these, Lincoln has not withheld. Into this product has been poured, literally, every drop of obtainable understanding.

The 1934 Lincoln was a far finer car in roadability, smoothness and luxury than the '33. The 1935 presents many refinements and improvements over the '34.

Annually, for the past six years, it has been our pleasure to paint a portrait of this patrician among motor cars. This latest likeness, expressed in a series of color advertisements soon to appear in magazines, is, we believe, as distinguished and effective as its subject, the new Lincoln for 1935.



N. W. AYER & SON, INC.

Advertising Headquarters • WASHINGTON SQUARE, PHILADELPHIA
NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



Which came FIRST?

The old question, "Which came first — the chicken or the egg?" might well be paraphrased, "Which comes first — selling or advertising?"

One of our clients, a large national manufacturer, has practically no sales force. Yet advertising creates the demand that has won the product distribution in 99% of the desirable outlets.

Another of our clients does practically no advertising. Yet a well-planned sales program and a well-designed specialty has taken the business out of the red into success in two years.

Advertising has a different job to accomplish for each advertiser. We neither exaggerate nor minimize its importance as a factor in the selling operation.

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York • Tel. ELdorado 5-6400

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PRINTERS' INK

NEW YORK, JANUARY 24, 1935

This Week

COULD he believe his eyes? Yet there the sentence stood, in black and white: "These are no niggardly bargains." Controlling himself with an effort, the advertiser gulped. Then—"Cut that out!" he commanded the copy writer. "We must keep this race business out of our copy."

Looking back over a long career in advertising, Robert Tinsman, president of the Federal Advertising Agency, opens this issue with reminiscences about **great copy writers** he has known.

Among other matters—with morals—he recalls how his own first copy chief, big Bill McCurdy, once growled at him: "For God's sake, Tinsman, get off the tail of that cart. You're not making a political speech. You're writing a letter to a customer to make him buy something he doesn't know he wants."

Nash Motors prepared itself for the **rainy day**. Carefully keeping production in step with demand, the company watched for signs that would forecast the upswing in business—and when the signs appeared, the treasury was ready. Nash's advertising volume this year probably will establish a company record. In an interview with Andrew M. Howe, E. H. McCarty, Nash president, explains how the management is going after sales in 1935.

Not only in the Nash sector, but all along the line, there is **action along the automotive front**. This week, **PRINTERS' INK** presents a partial pre-view of advertising plans for Ford, Chrysler, Plymouth, Dodge, DeSoto, Packard, Auburn, Studebaker, Chevrolet, Buick, Pontiac, Oldsmobile, Graham, Willys-

Overland, Hupmobile, Hudson, and Essex.

Radio advertising's future in the United States—there's a broad one for you. But broad as the subject is, Roy S. Durstine tackles it; and radio advertisers will read with deep interest, and perhaps here and there with a twinge of apprehension, his fifteen points for radio's immediate improvement.

An engineer is just as friendly in his office as he is in his Elks' lodge. **Testing direct-mail headlines**, Kendall A. Redfield, advertising manager of Rockbestos, asked several thousand engineers, "Will you do me a favor?" They would! Their response to that heading was 30 per cent better than was their reaction to the offer: "I want to send you—"

There is statesmanship in the proposal of P. H. Erbes, Jr., to clamp **Tugwellian regulation upon candidates for public office**. "A candidate," Mr. Erbes lays it down, "ought not be allowed to label himself a specific for all the ills of the body politic when obviously—as is so often true—he contains no therapeutic value whatever." A thought for the consumer's fervid friends.

If you can't lick 'em, jine 'em. When women bob their hair, a manufacturer of hair nets may feel tempted to tell them they're foolish; but he'll be wiser—as witness testimony in this week's issue—if he goes along with the trend, capitalizes it, and capitalizes his well-established brand name. The testifier, Norvin H. Rieser; the

reporter, Bernard A. Grimes; the title, "When Hair Nets Flopped."

* * *

Mainly, insists Paul B. West, managing director of the A. N. A., the fault of the commission plan of **agency compensation** is its inflexibility. Under the heading, "That A. N. A. Agency Study," Mr. West cites the wording of the Haase report to set at rest certain misconceptions concerning its purport and its intent.

* * *

If proof be needed, a retail merchandiser proves this week that here and there a retailer actually sets up and operates an intelligent and effective plan for **training behind-the-counter salespeople**. Paul E. Murphy, advertising manager of Frederick Loeser & Co., Brooklyn, describes his store's thoroughgoing method.

* * *

NRA doesn't like the proposal, sired by the Department of Agriculture, to alphabetize the **labels on**

foods. On the contrary, Armin W. Riley, administrator for the food codes division, favors the labeling proposals of the canners, wholesalers and independent retailers. P. I. reports the issue under the title: "NRA Hits A-B-C Labels."

* * *

Also from Washington comes the prediction that **price cutting** will be the center of a bitter NRA battle in the current session of Congress. Contrasting excerpts from (1) a memorandum from the Consumers' Advisory Board and (2) the current writings of General Hugh Johnson—these presage lively legislative antics and perhaps interdepartmental exchanges of acrid argument.

* * *

Another of those "**hard-to-advertise**" products is olive oil. It may be only olive oil; but the Pompeian Oil Corporation has demonstrated that, when olive oil is rightly merchandised, it can be converted into a specialty.

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How to get your product on the shelves of America's leading merchants:

Persuade these merchants that your product is good enough for their best customers;

and that it will be asked for by their best customers.

If the product is good and well advertised—and advertised in *The New Yorker*—it is astonishing the promptness with which the country's leading merchants will stock and push it.

THE NEW YORKER, 25 West 45th St., N. Y.

NEW



4-Color "Tab" Comics $\frac{1}{4}$ c a Page per Family

THE comic section of The Sunday Milwaukee Journal is now published in tabloid size with 24 pages.

Advertising is sold in these units: center spread, tabloid page, half-page or bottom-of-page strip, at a price as low as \$490 per page for contracts received prior to March 1.

What an opportunity for a few advertisers! Reading the Milwaukee Journal funnies is a rite in 200,000 Wisconsin homes. Surveys show that the Sunday comic section is read by 90 out of 100 men and 93 out of 100 women—and 100 per cent coverage of the youngsters is "thrown in." Investigate this *bargain*!

THE MILWAUKEE JOURNAL

 FIRST BY MERIT 

Copy Writers I Have Known

Some Great Careers That Should Help Present-Day Advertisement Producers to Succeed

By Robert Tinsman

President, Federal Advertising Agency

BIG "Bill" McCurdy, service director, *Dry Goods Economist*, was my first copy chief. I can see him now, dourly shaking his curly poll in his best Scotch manner as he remarked: "For God's sake, Tinsman, get off the tail of that cart. You talk like a political speech instead of writing a letter to a customer to make him buy something he doesn't know he wants."

That sunk in and stayed there, as did his old stand-by advice, administered again and again whenever I tried to put over a too hasty job. "Think first, then write." After thirty years I can't recall a better bit of counsel for copy cubs than just those four words—"Think first, then write." Can you?

McCurdy was a wonderful writer himself; a vigorous, interesting personality. Born and bred to the department-store life. McCurdy-Norwell's of Rochester was his home store. Then he superintended Siegel Cooper's of "Meet me at the Fountain" fame. Next he got into newspaper work, and finally landed the most important creative job on the *Economist* payroll.

He believed you must know the goods and the man who bought them to write real copy; and he was probably the first to make trade-paper advertising interesting and attractive.

At that time Calkins and Holden were just starting out and I remember he employed them to help design a series to sell Nazareth waists to the merchants. It was perhaps the first time the silhouette had been used in trade-paper display. His Nazareth advertising made history—generally written in the first person, it revealed the author as a wise merchant himself. A feature was the occasional publication of the "Nazareth Jobbers

❖ List," so effectively prefaced that unless your name was written there, you could hardly consider yourself a jobber of high repute. After all these years, Nazareth is still the leading brand in its line among the jobbers, and the firm foundation was laid by Bill McCurdy with those early trade-paper preachments.

Other examples of his first person singular copy was the series that sold coats and suits for The H. Black Company of Cleveland, signed "The Wooltex Man"; another sold store equipment for the Grand Rapids Show Case Company over the signature "Store Expert." When Warren's Featherbone was to be advertised as a substitute for whalebone, he made sure the copy contained real dressmaker suggestions to convince the buyer that the goods must be right or the copy couldn't ring so true.

McCurdy's copy-book maxims were Reality and Sincerity. Nothing but proved facts could ever get by his big blue pencil; and every sentence must read like gospel truth.

He was finally called to the advertising management of the Baltimore Bargain House, one of the biggest advertising jobs in those



"Doing some renovating at your house?"
"Putting in a playroom for the kids. I fell
hard for one of those Armstrong ads.
Know who does them?"

"BBDO"

BATTEN, BARTON, DURSTINE & OSBORN, Incorporated, ADVERTISING

NEW YORK



After you care to transform with Armstrong's Linoleum. Here photo taken just in Portland, Me. 1934 from the same stock

Why not make that old third floor the most popular room in the house?

AT LAST (that "Orphan Anne" room comes into its own! Remarkable how a few well-planned changes in the old attic can put new life into the whole house. That's because when attics go unused every member of the family has a lot more fun.

You start the transformation with a ship's play-deck that hides the old floor boards. Armstrong's Linoleum in plain colors, Jaaps, and Marfettes can be easily cut to form the base for any deck games you like best—Concentra, croquet, even shuffleboard. And there's room for a place over living felt. And there you are! All done in a day—and soon you are repaid in genuine fun and relaxation.

No need to worry about wear. The colors of your new Armstrong Floor are solid. Easy to clean, too. The seams are almost invisible. That means you can play on it, yes, even dance on it to your heart's content.

without fear of harming the pattern. In fact, Armstrong's Linoleum is so practical and so popular for dancing that it is used extensively in hotels, restaurants, and clubs!

Your local linoleum merchant is equipped to install Armstrong game floors. The cost is but a fraction of what you might spend for pleasures that don't please half so much. And your game floor will entertain for years and years!

Height Decoration Ideas

If you would like to know more about the design of game rooms, write to the Armstrong Sales Office, Department for a complete Bureau of Interior Decoration for a complete specification sheet. It will be enclosed in a copy of "Floor Beauty for New Homes" or "Old," which tells the story of Linoleum for every room in the house. All this for 11 Cents. Write to Armstrong Cork Company, (Canada, 922) Armstrong Cork Company, Floor Division, 900 Pine St., Lancaster, Pa.

Armstrong's Linoleum Floor.

FOR EVERY ROOM  IN THE HOUSE

PLAIN • INLAID • EMBOSSED • JASPE • PRINTED • ARMSTRONG'S QUAKER RUGS AND ARMSTRONG'S LIN



Be sure
to use the
**NEW EMBOSSED
LINOLEUM**

early days and I succeeded him at the *Economist*. So we were both happy.

In the six years I presided there at the copy chief's desk, I encountered many copy writers of many capacities. It was a great school, generally recruited from the retail stores' advertising departments.

J. W., for example, came to us from Timothy Eaton's of Toronto. There he was trained to "boil-it-down" as Dana himself taught the Sunboys of old. He made the faculty for compression so much a part of his system, that a quarter-page or a double-spread made no difference in the number of words—only the size of the type. It paid too, because he did it so effectively it became a style.

A Different Copy Philosophy

J. M. was just the opposite. He just had to tell you all about it. He believed every advertisement must tell the reader everything. "Cumulative effect" was just hot air. His graphic headlines, his illustrative stunts—I remember one that ran for years—where the oil-cloth advertised was the material for the action illustrations—his natural type-display sense—all combined to make his work outstanding and invariably productive.

Then there was A. H. who came all the way from London town to write brilliant copy to the American merchant. I remember how he got his job—he set his application up in the style of a classified help-wanted advertisement, signed by me and answered by another signed by himself. Clever, and I've never seen it done just so, before or since. Anyway, he got the job—finally succeeded to headship of the department. He was an adept at investing drab merchandise with the spice of novel interest. Imagine an interesting, readable series advertising pin-tickets—those little paper jiggers that price-and-size-mark merchandise. But A. H. did it and made it pay too.

At one time, we were writing copy for eight different competing underwear concerns. A. H. could take any one and discover the innate

difference that would give the advertising its own individuality in all that company of competition. Or he could take an account that had been in the shop for years, about which it would seem that everything possible had already been said, and after a day or two of dreaming, lo and behold, a new campaign with a new angle of fresh interest that would inspire all the old readers to a new curiosity. He was a valuable man—as a sure-fire performer his superior would be hard to find, even in these advanced times.

Here I had my first acquaintance with a woman writer, who came to the staff from a Milwaukee dry-goods store of the first rank. E. G. M. was a positive individual, as she had a right to be, for she certainly knew what other women would be thinking, whether buyers or consumers, when they read her copy.

She was the first to make me appreciate the value of co-operating with the clerk behind the counter, in making the advertising so intelligible it would be appreciated and capitalized even there. Thus all lost motion was eliminated. Her intimate knowledge of big store organization was especially useful in the preparation of sales manuals, wholesale and retail. She knew just how to cajole important buyers and impress mighty merchandising managers—or store superintendents—as they were styled in those days. But with all this fine trade background, her consumer copy was so simple and informing that it never failed to click.

An Introduction to High-Priced Art

With her, I had my first experience dealing with an artist of the first prominence. He was Harrison Fisher, for so many years *Cosmopolitan's* cover artist, who illustrated our first notion page in the *Ladies' Home Journal*. I think it was \$800 we paid him for a head, a princely price in those days, and what a sense of responsibility we labored under to make the copy as adequate as the art! We

(Continued on page 105)

Now Follow
The New York Times
into
Cleveland and Pittsburgh

The Polk Consumer Census demonstrates how effectively The New York Times reaches the upper and middle living-standard groups in New York.

A recent analysis of the occupations of The New York Times readers in Pittsburgh and Cleveland reveals that the largest single group is composed of heads of business enterprises. Nearly all the deliveries of The Times are to the homes of executives and professional men and women — bank officials, attorneys, physicians, corporation officials, engineers and teachers.

In New York and throughout the country The New York Times is read by families of intelligence and means—families responsive to advertising information.

The New York Times

Net Paid Sale Averages

470,000 Weekdays, **730,000** Sundays

Seminole Contest

WHAT is claimed to be the largest contest ever held on a grocery product, both in the value and number of prizes, will start on February 3 when the Seminole Paper Company releases a full page in color in a weekly magazine campaign announcing the details and the awards.

Value of the prizes will amount to \$56,300, with thirty 1935 Hupmobiles being offered as grand prizes. Other awards will consist of 100 Stewart-Warner radios, 300 Toastmasters & Hospitality Tray Sets, 2,500 Glolite Flameless Cigarette Lighters and 5,000 Campana Italian Balm sets, making a total number of prizes of 7,930.

Contestants are being asked to tell in fifty words or less what a grocer, illustrated talking to a customer, is saying about Seminole Toilet Tissue. The contestant must write her answer on the reverse side of a Seminole wrapper or facsimile and give the name and address of her

dealer. The contest will close on March 15.

An interesting feature of the contest is the fact that dealers will receive half the prizes, the dealer being awarded the same prize that his customer receives. Dealers to be eligible, rules point out, should make a display of the product and call the attention of his customers to the contest.

Judges in the contest will be Katherine Fisher, Good Housekeeping Institute, Christine Frederick, *The American Weekly*, and Lloyd D. Herrold, professor of advertising at Northwestern University. Advertisements are outlining five virtues of the product as a clue to contestants.

While one medium is being used as the background of the campaign on the contest, with color pages appearing February 3 and March 3 and a black-and-white advertisement on February 17, some additional advertising may be used.

Dineen Heads G-M Advertising

J. W. Dineen has been appointed director of the advertising section of General Motors Corporation, according to R. H. Grant, vice-president in charge of sales. Mr. Dineen succeeds W. W. Lewis who resigned to become general manager of the Campbell-Ewald Company.

Mr. Dineen joined the Chevrolet Motor Company in 1920. Later he became an Oakland-Pontiac dealer in Boston and in 1928 joined the General Motors sales section. Later he directed divisional zone activities in Philadelphia, Chicago and Milwaukee, returning to Detroit in 1932 on Mr. Grant's staff. In 1933 he was put in charge of the G-M sales and service section which he will continue to supervise.

W. P. Tomlinson Joins Philadelphia Agency

Willard P. Tomlinson, formerly advertising manager of the Norwich Pharmacal Company, has joined the Philadelphia office of Jerome B. Gray & Company, advertising agency.

Kenyon & Eckhardt Appointment

Paul Smith has been appointed assistant art director of Kenyon & Eckhardt, Inc., New York agency.

On Ayer Boston Staff

Norman D. Vaughan, of Hamilton, Mass., has re-joined the Boston office of N. W. Ayer & Son, Inc., as an account representative after an absence of two years. Until recently he has been director of mattress projects for FERA in Massachusetts and prior to that was advertising manager of the W. F. Whitney Company, South Ashburnham, Mass. Edward R. Place, of the editorial department of the Boston *Transcript*, has been added to the Ayer Boston office as publicity representative.

Knoxville "Journal" Names McKinney

J. C. McKinney has been appointed advertising director of the Knoxville, Tenn., *Journal*. Gordon F. Garlington will be assistant advertising director in charge of local advertising and Charles M. Branham will continue as national advertising manager. Mr. McKinney joined the *Journal* ten months ago to conduct a survey. Previously he was advertising manager of the Baltimore *News*.

Represents Teachers Magazines

State Teachers Magazines, Inc., Chicago, has appointed Don Harway, San Francisco, as Western representative.



The new Chicago TIMES Building
211 W. Wacker Drive, Chicago

THE LOWEST MILLINE RATE IN CHICAGO'S EVENING FIELD

HERE ARE FEATURES THAT ARE BUILDING THE TIMES

Washington Merry-Go-Round
Pearson and Allen

Along Broadway
Ed Sullivan

Sidney Skolsky's Hollywood

Movie Reviews
By Doris Arden

The Doctor Tells the Story
W. E. Aughinbaugh

The Correct Thing
Ellnor Ames

Gail Borden's "Town Round Up"

Such Is Life
Walt Munson

Two pages of comics, including Dixie Dugan, Joe Palooka, Bungle Family, etc. 16 pages of color comics every Sunday.

National Representatives
**SAWYER-FERGUSON-
WALKER CO.**

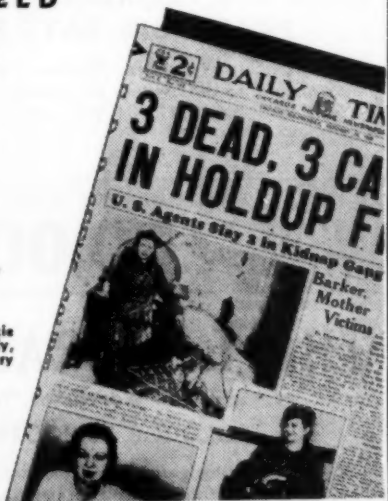
Palmolive Building, Chicago
220 East 42nd Street
New York City

OVER 200,000 IN THE EVENING FIELD

THE CHICAGO TIMES

(Daily Average for week ending
January 18th—202,724)

With complete A. P. Wirephoto service, distinctive local and wire news, nationally known features, average net paid circulation of the Daily and Sunday TIMES has climbed 25,000 above last year's figures. For six months local merchants have responded to the fact with the greatest retail lineage gain accorded any Chicago newspaper.



ONE *medium* COVERS

The Worcester Market—CITY and SUBURBAN, MASSES and CLASSES—is adequately, effectively covered through the Telegram-Gazette ALONE.

Of all families in WORCESTER and throughout Worcester's average 18-mile TRADING AREA which every day receive in their homes a Worcester daily paper

The Telegram-Gazette **85%** **6 DAYS EVERY WEEK**
covers more than

Dividing these families into three classes according to buying power—

94% of CLASS A Families

(Those of highest buying power)

88% of CLASS B Families

(Those of medium buying power)

80% of CLASS C Families

(Those of lowest buying power)

READ THE TELEGRAM-GAZETTE IN THEIR HOMES SIX DAYS EVERY WEEK

The compact Worcester Market, concentrating a population of more than 433,000 within an average 18-mile radius, is effectively—and ECONOMICALLY—cultivated through these newspapers ALONE.

TOTAL AVERAGE NET PAID DAILY CIRCULATION
MORE THAN 100,000 FOR OVER 7 YEARS

THE TELEGRAM-GAZETTE

Worcester, Mass.

GEORGE F. BOOTH, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

Nash's Rainy Day

How Elastic Merchandising Plan Weathered Depression and Now Provides Greatest Advertising Outlay

An Interview by Andrew M. Howe with

E. H. McCarty

President, The Nash Motors Company

LAST year Nash and Lafayette sales were more than double those of 1933. Starting in November, 1933, the new car registration figures each month for these two products of the Nash Motors Company have been higher than the corresponding months of the previous year. In the first eleven months of 1934 there were 13,652 Nash cars registered as compared with 9,816 for the same period in 1933.

These figures, coupled with the knowledge that this company had come through the depression with its resources intact, with a ratio of current assets to current liabilities of about twenty-seven to one, led me to ask E. H. McCarty, president of the company, some questions. Prior to the interview at Kenosha, Wis., Mr. McCarty commented on the registration figures.

"We have made headway this year," he wrote, "in fact, we have made a greater advance than indicated by your letter, because in addition to the registration of 13,652 Nash cars in the first eleven months of 1934, there have also been registered, during the same period, 8,589 Lafayette cars. The Nash Motors Company, therefore, and the Nash selling organization, have a registration showing of 22,241 cars, compared to 9,816 for the corresponding eleven months of 1933."

The last five years have put a number of management policies and theories to the acid test. In boom days, the company attracted considerable attention in financial circles by its policy of building up a strong reserve fund and its refusal to rush into new plant construction in order to increase production facilities. C. W. Nash was pre-

paring for a rainy day. In the face of criticism he stuck to his policy. "The day will come," he told Mr. McCarty and his associates long before the depression, "when many companies may not be able to use their normal production capacity, much less have use for the big additions that are mushrooming up today."

Today, these cars do not carry the burden that over-expansion would have imposed upon manufacturing costs. When the rainy day arrived, this company was prepared for it. Early in 1930, the executives decided that the depression might go on a long time and they advised their distributors and dealers to tighten their belts and get their houses in order to weather a long siege of trying times.

Attitude in the Early Days of the Depression

There is a common belief that the company drastically curtailed its promotion activities and waited for the depression to end. Mr. McCarty was interested in this theory because he also had heard a similar story.

"But it is not true," he insisted. "We did watch our overhead expenses carefully; we always do. We did not, as has been said, focus our attention entirely on profit regardless of sales volume. Because we did not, during the early days of the depression make the strenuous effort that others did to stimulate sales, we have been misunderstood. We didn't, proportionately, spend as much in advertising and in other promotional efforts at that time because we believed it was futile to try to force sales when buying power had decreased and was still decreasing. The thing to

do, we felt, was to conserve our energies and resources, but this conservation did not involve sitting back and playing a waiting game. We did not by any means fold our arms and refrain from aggressive policies entirely. We simply cut our costs to fit the measure of a new business cycle.

"Let me show you some figures that will prove that we have spent large sums of money during the last five years when and where we thought it was advisable. Our advertising expenditure for this period totaled \$8,846,000. We invested \$6,875,000 in tools and machinery, including dies. Moreover, we had the money to spend. We were able, due to boom-day policies, to spend any sums we wanted to without disturbing our financial stability.

"In addition, our stockholders did not suffer as they would have during this period if we had not been prepared. We paid out \$31,395,000 in dividends during the five-year period. Net profits during these years totaled \$10,603,000. Any stockholder who wondered why we insisted on maintaining a large surplus in good times found the answer in bad times.

1935 Advertising Will Probably Set a Company Record

"We still are prepared to do anything we may think necessary; we have the money, in spite of dividends paid and heavy advertising expenditures, to go after business vigorously. We are doing that right now. Our 1935 advertising expenditure will probably set a record for this company."

If there is any one label descriptive of Nash merchandising and manufacturing policies, it is flexibility. This company is prepared to meet each new problem as it arises. The way in which the management works enables it to change its pace quickly. If a situation arises during the year that was not foreseen, the executives are always ready to follow the course that seems most advisable, regardless of any plan or program that may have been laid out in advance for the year. This applies particularly to advertising.

There are, of course, many other companies that are able to operate in a flexible manner. Unfortunately, they are not all able to take advantage of this flexibility. They haven't the money to spend. They spent their money when the market for their product wasn't there. Now the buyers are back, now that there are definite indications that there will be a steady increase in the sales of automobiles, Nash has the money to spend to go after this market.

Reserve Made Special Campaign Possible

The reserve that this company had been building up over the years enabled it to spend, as an example, large sums in a special holiday season campaign, even though net profits of the company had fallen off, due in part to large investments in new dies for the 1935 line and also to a very definite expansion program that had been pursued in 1934, a program which was aimed at advancing the company's competitive position and strengthening its dealer organization.

It is significant that the organization's executives are practically all salesmen. They all have had actual experience in retail automotive selling.

"We think in terms of selling," Mr. McCarty explained. "Naturally, there is plenty of time and effort and money put in on the product itself but everything that is done is designed to make sales easier. Our manufacturing methods must be efficient but we do not make the mistake of trying to get our profit and the profit for our dealers entirely out of the car itself.

"We could tinker with a carburetor and perhaps save 50 cents a car. But the only way to increase profits measurably is to decrease the sales cost per car and, naturally, this is best done by increasing sales. Here is what I mean: Suppose we spend \$60 a car for advertising. If we sell more cars by means of this advertising and increased sales effort, then that \$60 cost is lowered. If we increase our sales efficiency we

can cut down this cost perhaps \$5, \$10 or even \$20 a car. Certainly such a saving is much more worth while than the 50-cent saving on any change in the carburetor.

"That is why I say that we place our greatest emphasis on selling effort."

Last year the company introduced a new, lower-priced car, the Lafayette. This was done in order to strengthen its position with dealers. More and more dealers were calling for a low-priced car and were taking on various other lines. This divided the dealer's interest and effort between two companies. Nash thought it best to have its dealers concentrate on the products of this company. The Lafayette makes this possible. During 1934, by means of the Lafayette, more than 500 new dealers were obtained.

Nash's general sales and manufacturing policies were outlined by Mr. McCarty in the March, 1933 issue of *PRINTERS' INK MONTHLY*. Although these policies were bringing the company through hard times with a remarkable financial showing, sales were with the rest of the industry still declining. The present upward trend of sales makes these statements, made almost two years ago, especially significant:

"The present automobile market absolutely requires a careful study of potential sales possibilities in selected fields and a concentration of sales effort in the well-defined classes of our population best equipped today to purchase new motor cars. I believe that these substantial classifications in today's

market are demanding high quality as the primary requirement in goods they buy.

"In my opinion, the tendency to expand too quickly and to impress an intelligent public and intelligent merchandisers with unnecessary promotional display, is an industrial waste. The public is looking for substantial values and not for merchandising entertainment.

"The closest co-ordination between the man on the sales firing line and the man behind the factory blueprints is one of the vital objects of our organization. This close co-ordination is achieved in many ways: By continuous traveling of factory officials and factory representatives; by standardized accounting and sales recording systems; by constant attention to changing merchandising conditions in all parts of the country; by routine, individual research, and correspondence; and by our 'open-door' policy which sincerely welcomes the close personal co-operation of dealers and gives a careful hearing to all dealers' suggestions.

"Under the Nash manufacturing policy, factory branches with their attendant high overhead expense; costly warehousing and the many disadvantages of direct factory merchandising have been unnecessary.

"Every man in our family is trained to his job, and one essential of that job is keeping the overhead down.

"Nash has always regulated its production to consumer sales by the simple and fundamental policy of building cars only to supply actual orders."

Runko to Topping & Lloyd

Runkel Brothers, Inc., New York, has appointed Topping & Lloyd, Inc., New York, to direct its advertising account. It is probable, it is stated, that newspapers will be used throughout 1935 for Runko.

Has Tapatco Account

The American Pad & Textile Company, Chatham, Ont., has placed the advertising of Tapatco products with the New York office of The Ralph H. Jones Company. Canadian farm journals and business papers will be used.

Benton & Bowles Elect O'Meara

Walter O'Meara, for three years copy chief of Benton & Bowles, Inc., New York agency, has been made a vice-president. He was in the Chicago office of the J. Walter Thompson Company for ten years before joining Benton & Bowles.

Affiliation Sets Dates

The Advertising Affiliation will hold its convention on May 10 and 11 at Pittsburgh. William A. Arther, of the F. A. Ensign Advertising Agency, Pittsburgh, will be convention chairman.

**THE
BOONE MAN
REPRESENTS
26 HEARST
NEWSPAPERS**

— DAILY —

New York Evening Journal
Chicago Evening American
Albany Times-Union
Syracuse Journal
Rochester Evening Journal
Boston Evening American
Detroit Evening Times
Wisconsin News
Baltimore News-Post
Washington Times
Atlanta Georgian
Omaha Bee-News
Los Angeles Examiner
San Francisco Examiner
Seattle Post-Intelligencer

— SUNDAY —

Boston Advertiser
Albany Times-Union
Syracuse American
Rochester American
Detroit Times
Baltimore American
Atlanta American
Omaha Bee-News
Los Angeles Examiner
San Francisco Examiner
Seattle Post-Intelligencer

FRIDAY 62 JANUARY
**WHEN ED
MEAN LA
on your SA**

best
Thurs
Thurs
but, in

So it d
opport

For, th
for the
and th

C A L

RODNEY E. BOONE ORGANIZATION UNIT

CHICAGO • DETROIT • CLEVELAND • BOSTON • PHILADELPHIA • NEW YORK • ROCHESTER

24
JANUARY

RED LETTER DAYS BLACK FIGURES SALES CHART

FRIDAY and Monday are the best days to advertise foods in Detroit . . . but Thursday and Tuesday in Rochester. On Friday and Thursday most drug store copy is run in Chicago . . . but, in Milwaukee, on Thursday and Tuesday.

So it differs from coast to coast. These differences mean opportunity for larger sales . . .

For, through newspapers, advertising can be scheduled for the particular day when *net potential* is highest . . . and that is one of the great advantages of newspapers.

CALL THE BOONE MAN



TION UNIT OF HEARST ADVERTISING SERVICE

NEW YORK
DELPH ROCHESTER • ATLANTA • SAN FRANCISCO • LOS ANGELES • SEATTLE

False Liquor Advertising

FACA Issues Detailed, Stringent Regulations Covering Misleading Statements by Distillers and Brewers

THE long-awaited regulations relating to false advertising of alcoholic products were announced last week by Joseph H. Choate, Jr., director of the Federal Alcohol Control Administration. Two sets of regulations were issued—one covering distilled spirits and wine, the other of products of the brewing industry. In broad general outlines the two sets of regulations are similar, the wording of a number of the provisions being identical.

Both sets of regulations cover advertisements in the following mediums: radio; periodicals and newspapers; signs, posters and display materials; outdoor advertising; advertising specialties; and other written, printed or graphic matter, including trade booklets, menus and wine cards.

Menus, wine cards, signs, posters, display materials, advertising specialties and outdoor advertising are exempt from some of the more detailed requirements, such as those relating to the statement of the advertiser's name and address and the name and type of product advertised.

The following paragraphs taken from the distilled spirits and wine regulations are practically identical with those in the brewing industry regulations:

"Section 3. *Types of False Advertising.*—An advertisement shall be deemed to be in violation of such provisions with respect to false advertising if it does not conform to the following requirements:

"(a) *Statement of Advertiser's Name and Address.*—The advertisement shall (except in case of menus, wine cards, signs, posters, display materials, advertising specialties, or outdoor advertising) state the name and address of the member of the industry, or in lieu thereof the Federal Alcohol Control Administration basic permit number of the member. Street

number and name may be omitted in the address.

"(b) *Class and Type.*—If the advertisement relates to any brand or lot of distilled spirits or wine, it shall (except in case of menus, wine cards, signs, posters, display materials, advertising specialties, or outdoor advertising) contain a conspicuous statement of the class to which such product belongs, corresponding with the statement of class that appears on the labels of the product. No statement of the brand name of any whiskey or reference to any product as a whiskey shall appear unless there also appears in the advertisement with substantially equal emphasis and conspicuousness a statement of the type of whiskey.

Advertising Must Be Consistent with Labeling

"(c) *Statements Contrary to Labeling.*—The advertisement shall not contain any statement concerning a brand or lot of distilled spirits or wine that is inconsistent with any statement on the labeling thereof.

"(f) *Disparagement of Competitors' Products.*—The advertisement shall not contain any statement, design, or device which disparages any brand, class or type of distilled spirits or wine produced, imported, or distributed by another member of the industry.

"(g) *Curative and Therapeutic Effects.*—The advertisement shall not contain any statement, design, or device representing that the use of any distilled spirits or wine has curative or therapeutic effects, if such statement is untrue in any particular, or directly or by ambiguity, omission, or inference tends to create a misleading impression.

"(h) *Place of Origin.*—The advertisement shall not represent that the distilled spirits or wine were manufactured in or imported from a place or country other than that

{ INDIANAPOLIS }

— the city of homes —



Sell it thru its Home-Read Newspaper

News city circulation averaged nearly 90,000 during 1934 . . . a new high peak of city coverage. Its record total was 145,052.

This greater News circulation, 96½% home-delivered, offers to the advertiser by far the largest and most responsive reader audience of any Indianapolis daily newspaper.

The Indianapolis News

SELLS THE INDIANAPOLIS RADIUS

New York

Dan A. Carroll, 110 E. 42nd St.

Chicago

J. E. Lutz, 180 N. Michigan Ave.

THE FACTS

A Chicago morning newspaper claims it reaches **644,000 FAMILIES** in metropolitan Chicago daily. It also claims this to be **68%** greater family coverage than any other Chicago newspaper. Let's analyze this in the light of **KNOWN FACTS**:

A survey of **NEWSPAPER HOME COVERAGE*** in Chicago was made during 1934 by an impartial and nationally recognized authority. Its results have never been successfully challenged.

WHAT DOES THIS SURVEY SHOW?

The alleged excess of 68% family coverage for the morning newspaper cannot be along the **NORTH SHORE**. In the areas studied the survey of **HOME COVERAGE** reveals:

	DAILY NEWS	Morning Paper
EVANSTON	71%	65%
KENILWORTH	86%	77%
GLENCOE	84%	82%
WINNETKA	86%	82%
WILMETTE	73%	58%
HIGHLAND PARK	71%	58%

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK - CHICAGO - PHILADELPHIA - DETROIT - SAN FRANCISCO

Let's
territory

OAK PARK
RIVER FORES
CICERO.....
BERWYN.....

It's not in

How about

BEVERLY HILL
CHATHAM...
SOUTH SHOR
HYDE PARK.

The morn
excess theref
SIDE.

Is it the
is what the

ROGERS PARK
WEST RIDGE
UPTOWN...
LINCOLN SQU

It must be
the survey
Coverage:

IRVING PARK
PORTAGE PAR
EDISON PARK
NORWOOD P

So, certain

Let's take a look at western territory. The record there is:

DAILY NEWS Morning Paper	
OAK PARK	72% 59%
RIVER FOREST	79% 63%
CICERO	44% 22%
BERWYN	50% 26%

It's not in the WEST — that's sure.

How about SOUTH SIDE circulation?

DAILY NEWS Morning Paper	
NEVERLY HILLS	82% 64%
CHATHAM	51% 48%
SOUTH SHORE	65% 57%
HYDE PARK	58% 56%

The morning newspaper's claimed excess therefore can't be on the SOUTH SIDE.

Is it the NORTH SIDE? Well, this is what the record shows:

DAILY NEWS Morning Paper	
ROGERS PARK	64% 51%
WEST RIDGE	63% 52%
UPTOWN	58% 46%
LINCOLN SQUARE	51% 36%

It must be NORTHWEST then. But the survey there reveals this Home Coverage:

DAILY NEWS Morning Paper	
IRVING PARK	52% 32%
PORTAGE PARK	51% 33%
EDISON PARK	67% 32%
NORWOOD PARK	60% 32%

So, certainly, it isn't NORTHWEST.

These are actual figures based on actual calls on 147,000 actual HOMES by disinterested investigators.

How can these figures be reconciled with the claim of 644,000 city and suburban circulation of the morning paper?

Perhaps this may help to give a clear picture of the actual situation:

Total circulation of morning paper in city and suburbs 644,000

Total Chicago Home Coverage of morning paper as shown by survey 263,000

NEWSPAPERS UNACCOUNTED FOR 381,000

What do these 381,000 unaccounted for morning newspapers represent? Are they not circulation in which intra-family duplication strongly figures, predates sold the day before publication, papers sold outside the city, and papers read and left on cars and trains by men and women on their way to work?

THINK IT OVER!

THE CHICAGO DAILY NEWS

-Chicago's Home Newspaper

* HOME COVERAGE, by standard acceptance, means the total number of homes into which a morning newspaper regularly enters and remains during the morning; and the total number of homes into which an evening newspaper regularly enters during the afternoon or evening.

of their actual origin, or were produced or processed by one who was not in fact the actual producer or processor.

"(j) **Untrue Statements.**—The advertisement shall not contain any statement that is untrue in any material particular."

Paragraph "D" of Section 3 in the Distilled Spirits and Wine Regulations is as follows:

"(d) **Statements Not Permissible on Labeling.**—The advertisement—

"(1) Shall not state that the distilled spirits or wine are distilled, blended, made, bottled, or sold under or in accordance with any municipal, State, or Federal authorization, law, code, or regulation; and if a municipal, State or Federal permit number is stated, the permit number shall not be accompanied by any additional statement relating thereto.

"(2) Shall not contain the words 'guaranteed', 'warranted', 'certified', or similar words, except in connection with a bona fide guarantee creating an intelligible and enforceable guarantee to the purchaser of the product.

"(3) Shall not contain the words 'bond', 'bonded', 'bottled in bond', 'aged in bond', 'bottled under customs supervision', or similar wording, except in the case of distilled spirits, and then only if the entire contents of the bottle were in fact bottled in bond under the Bottling in Bond Act of the United States or a similar act or regulation of some foreign government and the name of the government is stated in direct conjunction with the statement.

Restrictions on Use of Word "Pure"

"(4) Shall not, in case of distilled spirits, contain the word 'pure' except as part of the bona fide name of a member of the industry or a retailer for whom the distilled spirits are bottled.

"(5) Shall not contain the words 'double distilled', 'triple distilled' or any similar term."

Paragraph "D" in the Brewing Regulations is as follows:

"(d) **Statements Not Permissible on Labeling.**—The advertisement—

"(1) Shall not state alcoholic content and/or the percentage and quantity of the original extract of a product of the brewing industry, nor contain the words 'full strength', 'extra strength', 'high test', 'high proof', 'pre-war strength', 'alcoholic strength' or other similar expressions.

"(2) Shall not contain the words 'guaranteed', 'warranted', 'certified' or similar words except in connection with a bona fide guarantee creating an intelligible and enforceable obligation to the purchaser of the product.

"(3) Shall not contain numerals, either in letters, characters or figures, not adequately explained by accompanying statements in direct conjunction therewith, except numerals a part of a brand name and not creating any misleading impression of the actual alcoholic content of the product.

"(4) Shall not contain the words 'bond', 'bonded', 'bottled in bond', 'aged in bond', 'bottled under customs supervision', or similar wording."

False and Misleading Statements of Age

In the distilled spirits and wine regulations there is a special paragraph which covers false and misleading statements of age.

Section "I" of the same regulations is as follows:

"(i) **Confusion of Brands.**—Two or more different brands or lots of distilled spirits or wine shall not be advertised in any advertisement (or in two or more advertisements in one issue of a periodical or newspaper, or in one piece of other written, printed, or graphic matter) if the advertisement tends to create the impression that representations made as to one brand or lot apply to the other or others, and if as to such latter the representations contravene any of these Regulations or are in any respect untrue."

Mr. Choate expressed his opinion that the regulations would be most helpful to industry members and publishers in properly interpreting the general provision that now exists in the alcoholic beverage codes prohibiting false advertising.

A Matter of Headlines

Three Letters Designed to Produce Catalog Requests and How They Pulled

By Kendall A. Redfield

Advertising Manager, Rockbestos Products Corporation

LESS gifted than Elbert Hubbard in knowing instinctively what appeal will click, we never miss the opportunity for making tests; and we recently completed one to determine the importance of the main caption in a mailing piece when used under conditions of widely different format.

The occasion was the need for getting wide and efficient distribution of a new catalog-handbook we had just brought out. I might say, parenthetically, that we never distribute any fairly expensive literature broadcast to our lists, but always make the customer request it.

First we wrote up the message announcing the new catalog and asking requests for it, just the way we wanted it. We have no interest whatever in the format until we have the message in the shape we want. Sometimes it is necessary to make slight changes in the message in order to fit it into certain types of format, but in the main we make the vehicle fit the message rather than the other way around.

We had one caption which we wanted to use in two quite different types of mailing pieces. It was "I want to send you—" and it was used as a caption to a picture of a man extending a catalog toward the reader. This caption, by the way, may not seem to be much of an appeal but we have used it several times with varying, but always pretty good, results. Having long been a successful user of illustrated and highly personalized letters (PRINTERS' INK Nov. 16, '33) we chose this form as one of the mailings of the test. The one we used was in two colors, the rules at the top being in red. The second color, we have found by several

previous tests, usually more than pays out.

The next step was to put these same elements *and the same caption and copy* into as different a format as possible. Our printer laid out a one-color, French folded mailing piece. Contrasted with the small cartoon and rather indistinct illustration and the typewriter type of the letter, it was well printed on a good grade of India paper with a rich brown ink, rotogravure style. The illustrations were greatly enlarged. The copy in the illustration of the catalog was easily legible. The available space allowed the use of decorative letters and type faces and decorative border strips, etc. In addition, the mailing piece was of the teaser type practically forcing at least a glance at the inside copy.

The caption, illustrations, story and business reply card being the same in both the letter and the mailing piece, the returns should show the effect, if any, of the superior presentation in the mailing piece.

Testing the Comparative Power of a Caption

Having thus set up the machinery to test the effect of the superior physical presentation of a copy theme, it was then but one more step to test the comparative pulling power of another caption, which we proceeded to do. We wanted to test the caption "Will you do me a favor?"—a known mail-order puller but one we had never used. A total of 8,500 mailing pieces was required to test against the 8,500 illustrated letters. We therefore had the printer stop the press when 4,250 mailing pieces had been printed, lift out the caption "I want to send you—" and drop in the

605,227 INQUIRIES

from FREE PRESS WOMEN READERS

During 1934 The Detroit Free Press received 605,227 inquiries from its women readers in response to its various women's features and promotional activities.

In 1933 the number was 504,589—a figure exceeded in 1934 by 20%, not counting 31,514 other women who proved their interest in Free Press activities by attending fashion shows and demonstrations by the Free Press Institute of Home Economics.

Thus has the Free Press exceeded its own world record among standard-size newspapers for woman reader response.

Such a tremendous interest-record can mean but one thing to the advertiser—that the columns of the Free Press are read by people who respond to what they read.

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1935

VERREE & CONKLIN, Inc., National Representatives

caption to be tested "Will you do me a favor?"

I have to admit to a little disinclination to use this caption. One part of me said "We are supposed to be talking to prosaic, hard-headed, factually minded engineers and technical men. This type of emotional appeal isn't supposed to be capable of registering with that kind of a fellow. However my friends in the mail-selling business assure me that they have plenty of that type of person on their books, placed there by the successful use of that very appeal. And anyway these engineers are just ordinary guys when they get home to their wives and babies."

"Yes" says the other side, "but that's different! Your mailing piece is going to him in his office where he's the stern engineer once more."

Well we got nowhere that way, so the inevitable answer, as it always ought to be when in doubt, was "Let's test."

Company Has List of 17,000 Names

We have a daily corrected mailing list of nearly 17,000 names of individuals with both prospect and customer companies comprising the market for the wires and cables shown in the catalog we were offering—men with electrical maintenance responsibilities in various industries. To one-half this list we sent the 8,500 two-color illustrated letters in number eight plain white, pennysaver style envelopes, imprinted with our regular company corner card. These letters were mailed third class using two ½-cent brown pre-canceled stamps which we have found a little better than the more usually employed 1-cent pre-canceled green stamp. The envelopes were stencil addressed.

The other 8,500 names were then divided into two blocks of 4,250 each. Inasmuch as all names were filed alphabetically by company name, this gave us a fair territorial distribution.

This matter of distribution, by the way, is important in making tests. We heard recently of one test where the list was divided in halves to test two appeals. Conclusions

drawn from the results looked decidedly suspicious and on investigation it was found that a major part of one-half the list was made up of companies in an industry where conditions were highly unfavorable and buying was practically nil. This would have been enough to throw off the results by itself but to make matters worse, the other half of the list contained a strong percentage of company names in a market which was unduly active at the time the test was made. Obviously these factors made a big difference in the returns, entirely aside from the merits of the appeals being tested.

Getting back to the second half of the list, one block of mailing pieces with the caption "I want to send you—" was sent to 4,250 names, and another block of mailing pieces with the caption "Will you do me a favor?" but everything else the same, went to the other 4,250 names. The mailing pieces were also mailed in plain white pennysaver envelopes, with our regular company corner card, in fact with the exception of the shape, all details were the same as for the illustrated letters. Ready for the post office our mailing looked like this:

8,500 illustrated letters with caption "I want to send you—"

4,250 mailing pieces with caption and copy same as the illustrated letters

4,250 mailing pieces with copy same as both the above, but with test caption: "Will you do me a favor?"

Plain white pennysaver envelopes used in each case, third-class postage employing two ½-cent pre-canceled stamps in each case. Business reply cards same in each case. Quantities are approximate. The table on the following page gives exact quantities.

The three pieces were all put in the mail on a Monday. I give herewith a table showing the returns for the entire mailing of approximately 17,000 as well as returns by number and percentage for each of the three sections of the mailing as taken from our record envelope.

The 8,500 two-color letters cost

CUMULATIVE RETURNS IN NUMBERS AND PERCENTAGES

Days after Mailing	Total Returns	Total %	8540 2-Color Letters Caption: "I want to send you—"		4171 Mailing Pcs. Caption: "I want to send you—"		4160 Mailing Pcs. Caption: "Will you do me a favor?"	
			No.	%	No.	%	No.	%
4	186	1.1	44	.52	59	1.4	83	2.0
8	344	2.04	69	.81	114	2.7	161	3.6
9	563	3.33	179	2.1	155	3.7	229	5.5
10	928	5.5	359	4.2	244	5.8	325	7.8
11	1064	6.3	439	5.1	267	6.4	358	8.6
14	1292	7.6	564	6.6	320	7.7	408	9.8
15	1325	7.9	580	6.8	327	7.8	418	10.0
16	1353	8.0	590	6.85	333	8.0	430	10.3
17	1381	8.12	606	7.1	339	8.1	436	10.5
18	1401	8.24	613	7.2	345	8.3	443	10.65
25	1444	8.5	628	7.4	356	8.5	460	11.1
30	1465	8.68	640	7.48	360	8.63	465	11.2

about \$350 in the mail—.041 cents each.

The mailing pieces were produced as one job as previously explained. The two groups of 4,250 each cost, together, \$410 or \$205 for each group—.048 cents each.

The cost per return for the two-color letter was 54½ cents.

The cost per return for the mailing piece with the same caption—"I want to send you—" was 56 cents.

The cost per return for the mailing piece with the most resultful caption—"Will you do me a favor?"—was 44 cents.

From the tabular data it can be seen that the average return for the entire mailing was 8.6 per cent for a thirty-day period. Let's take a look at how this 8.6 per cent was made up. It would have seemed to me that, with the better paper and printing, the larger and clearer photographs and better all-round display, the mailing piece with the same caption as the letter should have considerably outpulled the letter. The table shows, however, that it only pulled about 1 per cent more replies at any stage of the test. Put another way, the superior physical presentation made only a 15 per cent more efficient performance over the letter.

However, when the evidently more appealing headline "Will you do me a favor?" was substituted,

the increase in efficiency of the mailing over the letter jumped to 50 per cent—well worth testing for.

Comparing the headlines of the two mailing pieces, "Will you do me a favor?" is evidently about 30 per cent more potent than "I want to send you—"

These results indicate, to me at least, that within wide limits, physical presentation has at the most only a very limited influence in affecting returns and is never a substitute for a copy theme of proved interest. And isn't that perfectly logical? Isn't it a good deal like a perfectly dressed and groomed salesman who has no special story to tell?

Furthermore, these results are simply additional evidence of the prime importance of the headline or main caption—probably by far the most important single factor in an advertisement.

Up to now, while we have done much testing, the results never benefited the particular mailing which was the vehicle for the test. That is, we planned our mailing, arranged the machinery for the tests to be made, and then "shot the works" to the entire list. What we learned we applied to future mailings, of course, but this did not benefit the performance of the particular mailing which produced the information.

I have felt that because of the



When The Baltimore Sun
Was Young
(From an old lithograph)

THE SUNPAPERS OF BALTIMORE

Morning

Evening

Sunday

During the 12 Months of 1934

**GAINED 1,877,043 LINES
OF ADVERTISING**

Compared With the Year 1933

**CIRCULATION OF THE SUNPAPERS
FOR DECEMBER**

DAILY (M & E) 271,831

• POPULAR FALLACIES

"Advertising Makes You Don't Need"

WHEN bath tubs were first invented, certain "public spirited" communities passed laws against their use . . . they were an "unneeded luxury." But today, listen to the outcry against any community lacking modern sanitary conveniences!

Were the first wrist watches considered a suitable article of masculine apparel? Why ask . . . when the growth of the wrist watch business is within the recollection of young readers of this message!

What people *need* is what they want and will buy. Their wants *change*. Advertising can create wants when the public permits them to be created . . . but if the public refuses, advertising must erect a tomb-

stone to another unfulfilled ambition.

The fallacy that advertising induces people to buy things they "don't need" must be based on a notion that there is some human judge who knows what people do need . . . whereas under existing institutions each consumer is his own supreme judge. If he will work harder for a radio set than for a set of cooking utensils he (not advertising) takes the responsibility.

It is a significant fact that many of the items that constitute the American standard of living are items that people once did not "need." Advertising has helped to bring them into widespread use . . . not because advertising had the power to foist them upon consumers, but because consumers themselves encouraged the advertiser by making purchases.



NATION'S

260,000

PUBLISHED MONTHLY AT WASHINGTON BY

OF ADVERTISING No. 4

You Buy Things



AS an advertising man you resent unfair attacks upon the integrity of your profession. You appreciate a defense like this spread before 260,000 fellow business men, your clients. ¶Every business suffers likewise from fallacious thinking—

coal, ice, banks, railroads, wholesalers. They likewise esteem a stout defender. ¶For 20 years NATION'S BUSINESS has fought popular fallacies of every business. That is one reason why it holds the loyalty of its readers.

BUSINESS

CIRCULATION



THE UNITED STATES CHAMBER OF COMMERCE

comparatively small size of our lists (17,000 would be our largest mailing, comprising several lists) the extra results of pre-testing would not justify the extra work necessary and the extra cost of printing the small quantities of test pieces. However, I've now decided that on mailings from 5,000 up, we can profitably pre-test our appeals, or headlines or whatever, and we'll do this in the future.

I did a little calculating to see what the results of this mailing would have been had we pre-tested to the extent of 1,000 of each of

the three pieces involved, and then mailed the successful piece to the remaining 14,000 names of our list. I found that instead of the 1,465 returns for the thirty-day period (see table) we would have received 1,840 returns, a 25 per cent better performance. Furthermore, whereas the 1,465 inquiries which we did get cost us 52 cents each, the possible 1,840 inquiries would have cost us only 44 cents each!

Any time a little testing will show how to raise selling efficiency that way, there's only one thing to do—and that is to TEST.

New Agency Organized in St. Louis

Charles F. Kelly, Jr., and Conrad F. Stuhlman have both resigned as vice-presidents of Jimm Daugherty, Inc., St. Louis agency, to form the Kelly-Stuhlman Advertising Company with offices in the Mart Building, that city. For eight years, Mr. Kelly was with the D'Arcy Advertising Company and later was a partner and vice-president of Beecher-Cale-Maxwell, Inc., Mr. Stuhlman was on the contact and copy staff of the John Ring, Jr., Advertising Company for more than ten years and spent two years with Jimm Daugherty, Inc., when the latter purchased the Ring business.

• • •

Greenlee and Gimbel with Schenley

Walter R. Greenlee, formerly advertising director for the Pabst Corporation, is now advertising manager for Schenley Distillers, New York. Mr. Greenlee was in charge of the "Bring Back Beer" campaign in newspapers, magazines and movies before the country went wet. Louis S. Gimbel has also become associated with Schenley Distillers and will sponsor special promotions for the import division.

• • •

Advertises New Gum

The De Long Gum Company, South Boston, Mass., is introducing Gum Mints, a sugar-coated chewing gum in a disc-shaped, roll package. The company is planning to develop national distribution and is using newspaper advertising to introduce the product in the New England market area.

• • •

H. F. Clark Succeeds Irsch

F. E. Irsch, Jr., has resigned as promotion and research manager of the Macfadden Women's Group. He is succeeded by Harold F. Clark, assistant to Carroll Rheinstrom, and formerly promotion manager of *True Story* and recently promotion manager of *Liberty*.

Poor Richard Club Holds Annual Dinner

The Poor Richard Club, Philadelphia, last week held its thirtieth annual dinner in celebration of the birthday of Benjamin Franklin. More than 1,500 members and guests were in attendance. The club's "Achievement Medal," this year, was awarded to Will Rogers. The dinner was the most successful in several years. Over 300 reservations had to be refused because they exceeded the seating capacity of the Bellevue-Stratford. A total of 20,000 people visited the advertising exhibit which is always a feature of this annual gathering.

• • •

Newmyer Made Publisher, Washington "Times"

Arthur G. Newmyer has been appointed publisher of the Washington, D. C., *Times*, succeeding George P. Marshall, who recently resigned. For twenty-three years Mr. Newmyer was engaged in newspaper work in New Orleans, joining the *Item* in 1911 and becoming associate publisher of the *Item* and *Tribune* seven years ago. He served two terms as president of the Southern Newspaper Publishers Association and founded the New Orleans Advertising Club.

• • •

Joins "National Sportsman"

Melvin Gerard, formerly Western representative of the Lothrop, Lee and Shepard Company, and, more recently, with the advertising department of the American Optical Company, has joined National Sportsman, Inc., Boston. He will handle general advertising promotion for both *National Sportsman Magazine* and *Hunting & Fishing*.

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Gage Appointed by Sun-Maid

George Gage, account executive and research chief of McCann-Erickson's West Coast offices the last nine years, is now advertising and sales promotion manager of Sun-Maid Raisin Growers of California. His new duties include direction of Sun-Maid's market-research and statistical activities.

In 1934 Good Housekeeping was

first

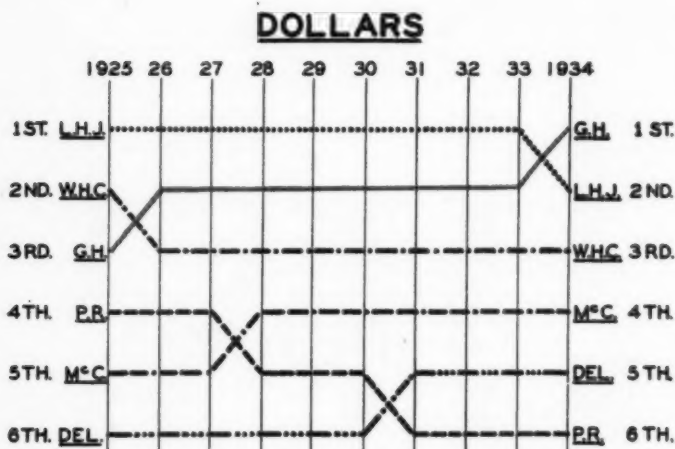
in dollars

most

In 1934, more advertising dollars
were spent in Good Housekeeping
than in any other women's magazine.

**In 1934, more advertising dollars were spent in
Good Housekeeping than in any other magazine
in the world, weekly or monthly, with the single
exception of The Saturday Evening Post.**

How the "six" women's magazines have changed positions in the last ten years



Of all advertising dollars spent in the "six" women's magazines

16.5% were spent in **1925**

23.9% were spent in **1934**

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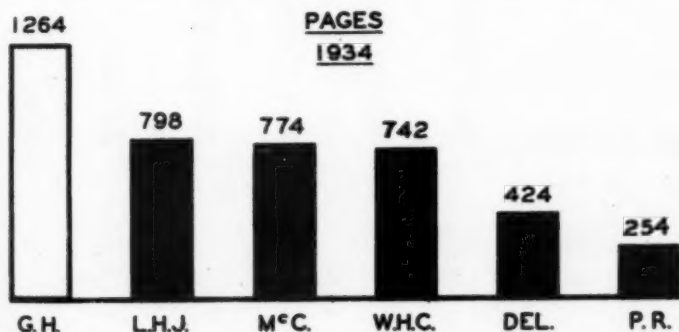
126

G.H.

In 1934 Good Housekeeping was

first in pages most

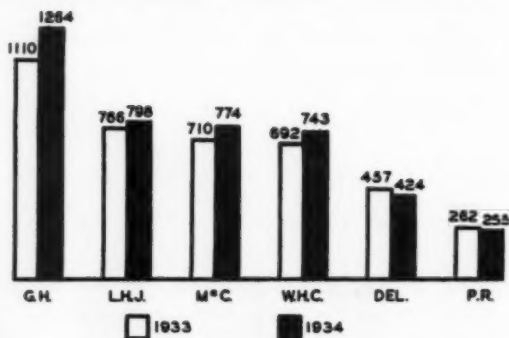
In 1934, and in fact since 1923, in every year for twelve consecutive years, Good Housekeeping has carried more pages of advertising than any of the "six" women's magazines.



One other magazine with a page size of 680 lines exceeds Good Housekeeping in lineage by the small margin of 352 lines.

In 1934 Good Housekeeping was

first *in pages gained* **most**



Comparing
pages car-
ried in 1934

against pages carried in 1933, Good Housekeeping gained more pages than any of the "six" women's magazines.

After all, a page is a page. If advertisers did not believe that a small page in Good Housekeeping is at least as effective as a large page in another magazine, it would be hard to account for this leadership.

In 1934 Good Housekeeping was

first
in every major classification
first

Foods—household equipment and supplies—drugs, toiletries, and cosmetics—wearing apparel and textiles—furniture and furnishings—building materials—and motor cars are the major classifications of advertising in women's magazines. In each of these major classifications, Good Housekeeping is first in pages among the "six" women's magazines.

In 1934 Good Housekeeping was

first
in NEWSSTAND gains
most

Pause and consider:

The handicap of a high price.

Good Housekeeping's price of 25¢.

The 10¢ price of every other magazine in the field.

The fact that beginning with May, 1934, every issue has shown a gain in newsstand sales over the corresponding month not only of 1933 but of 1932 as well.

In 1934 Good Housekeeping was

first
in editorial volume
most

Among the "six" women's magazines, Good Housekeeping consistently publishes the largest volume of editorial matter.

It is the finest available.

The volume does not fluctuate with the seasons.

In 1934

The average was 122 pages

The maximum was 123 $\frac{2}{3}$ pages

The minimum was 120 pages

The Past 3 Years

The average was 121 pages

The maximum was 123 $\frac{2}{3}$ pages

The minimum was 119 pages

The policy of giving the reader her full money's worth — not some months but every month—has been an essential factor in Good Housekeeping's success.

In 1934 Good Housekeeping was

first . . . because

Good Housekeeping always produces, always makes good, because its service to the advertiser does not stop with the production and distribution of the magazine but follows through to the sale.

IT BOILS DOWN TO THIS . . .

- 1. Good Housekeeping attracts and holds readers who can and do pay 25c per copy for it.**
- 2. For 32 years Good Housekeeping has guaranteed all its advertising.**
- 3. Women know the worth of that guaranty and buy the products it backs.**
- 4. Merchants know that women buy these products and are ready to stock and sell them.**
- 5. Therefore it is profitable to advertise in Good Housekeeping.**

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Radio Advertising's Future in the United States

As radio has ceased to be a novelty and the wild predictions of a few years ago have had to be modified in the light of experience, the minds of advertisers are dwelling more and more on the future. In the January issue of *The Annals of the American Academy of Political and Social Science* (an issue devoted largely to radio), Mr. Durstine peers into the future and makes fifteen thoughtful suggestions. Because of Mr. Durstine's deep interest in the subject he speaks with unusual authority.

By Roy S. Durstine

Vice-President and General Manager, Batten, Barton, Durstine & Osborn, Inc.

THE crux of the future of radio broadcasting in the United States or in any other country is whether it is controlled by the Government or whether it is in the hands of private enterprise. When it is in the hands of the Government, as in England, the public gets what those who control radio programs think that it ought to have. When it is in the hands of private enterprise, the public gets what those who control radio programs think that it wants.

An official of the British Broadcasting Corporation was asked a year or so ago how many responses his programs had received from the listening British public. There were 92,000 in twelve months. When it was pointed out to him that one three-minute announcement on an American network—not a record-breaking announcement, but typical of many—had brought in more replies than the year's British total, he replied: "That doesn't interest us. We are not concerned with what people like or dislike. We give them what we know they should have."

And let it be said in all fairness that whether the British public writes in or not, the number of listeners has steadily increased from 2,269,595 licensees paying ten shillings each annually in 1927, to 5,973,759 on January 1, 1934. And these figures do not include the

"pirates" who accept the programs without paying for them.

In the United States the number of radio sets increased from 7,500,000 in 1927 to 17,948,162 on January 1, 1934.

In the last analysis the public of the United States will decide what will be the future of American broadcasting. The sponsors, or at least a generous share of them, seem to be happy about the present arrangement. The public's present state of mind runs all the way from bristling unrest to complete satisfaction.

There is a direct conflict between the desires of the listeners and the sponsors. The listeners are not interested in advertising. The sponsors are interested in entertainment only as it provides a vehicle for the advertising message. This seems an extreme feeling on the part of the sponsors, and perhaps would not be readily admitted. But it is proved by what they do in other forms of advertising.

At times in their printed advertising they use all-type messages in which the only concession to "entertainment" is that they employ certain aesthetic values to make the message attractively presented and easily read. The entertainment factor increases when paintings or drawings by artists of ability are employed to illustrate

the message—to attract the eye and to carry a part of the story. But the essence of the advertisement—its theme or message—is what he really pays for, and is his only real reason for advertising.

All advertising is an intrusion in the last analysis. Its justification must rest upon other grounds than its entertainment value. The present discussion is not the place to justify it as an economic force which has made possible the growth of mass production and which may very easily offer one solution to our national ills by producing mass consumption.

Seeking a Balance Between Advertising and Entertainment

In effect, the advertiser finds himself in the curious position of trying to decide upon the proper balance between his entertainment and his advertising. In this connection an interesting fact has been discovered. It is that many radio programs which carry the most relentless and insistent advertising are the most successful. This is a discouraging discovery to the advertising man who feels that taste and restraint should have their own rewards. It is annoying to the listener who suggests that it would be more successful "if it just mentioned the name of the product once or twice."

A short time ago a certain manufacturer was freely complimented upon the almost total absence of advertising in one of his radio programs. Meanwhile, people were inquiring about the mechanical inventions of his competitor's product. The first man got the compliments and the competitor got the sales.

There is nothing in the constant surveys which are being made, to prove that there is any relation between the popularity of a radio program and the good taste—or lack of it—in its commercial announcements.

The difficulty seems to be that those who object do not take the trouble to write in to the sponsors. By the same token, those who appreciate the good things on the air are not the type to take the trouble to write in.

With fear and trembling one of the networks only a few years ago accepted a radio program for a laxative. To its great surprise it has had almost no protest of any kind. The result is that today there are a great many programs describing in the most intimate detail various ailments of the human body—details which cause an embarrassed silence to drop upon any group of people who may be listening together. Why are there not more protests? Meanwhile, sales are increasing. Who is to blame?

One explanation for the evident commercial success of such programs is that usually the radio audience is composed of only one or two people in a family, and if there is any degree of embarrassment it is not sufficient to cause a written protest. Added to this is the fact that when there are as many as 18,000,000 radio sets in a country, it is clear that the great mass of radio listeners are certainly no higher than the average motion-picture audiences in intelligence and purchasing power. The confusing fact to most nice people is that they and their friends are in no sense typical of radio's audience.

What the Typical Radio Listener Is Like

The typical listening audience for a radio program is a tired, bored, middle-aged man and woman whose lives are empty and who have exhausted their sources of outside amusement when they have taken a quick look at an evening paper. They are utterly unlike those who are most vocal in their criticisms of radio programs—people with full lives, with books to read, with parties to attend, with theaters to visit, with friends whose conversational powers are stimulating. Radio provides a vast source of delight and entertainment for the barren lives of the millions. It is small wonder that the millions do not complain, and that the unhappiness and sensitivity about over-commercialism and other objectionable features is confined to the top layer.

This top layer, however, may in time make itself felt. If it does, its protest will be leveled against the

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overly frank commercials of certain proprietary articles, against the over-insistent and repetitive pounding of trade names; against the sugar-coating of the dramatized commercials and all others which promise remedies or transformations which cannot be delivered.

Radio reflects a phase through which much of advertising is passing—a glamorous land of make-believe in which forlorn maidens are told that they will win a husband by the use of a certain soap or face powder; in which young men will succeed in life by avoiding bad breath or by having their hair combed neatly; in which the lures of beauty and success are held out to a public that does not accept them wholeheartedly but wants to try them anyway, just in case they might work. It fattens upon a certain state of mind comparable to the way in which most people approach a fortune teller or a reader of horoscopes. They don't quite believe it but they aren't quite willing to disbelieve it.

The Responsibility of the Advertising Agency

Much of the responsibility for the good or the bad in radio programs must rest upon the advertising agencies.

There is naturally a good deal of confusion in the public's mind about the way in which radio programs are planned and produced in the United States. When individual stations came into existence in the early 1920's, the station managers and their assistants put on the first programs and usually took an active part themselves. Then as time was sold to advertisers, the station people worked with the advertiser and with his advertising agency which was already responsible for preparing his printed advertising.

Gradually the agencies realized that they must master the technique of this new medium just as they had already learned to prepare material for magazines, newspapers, billboards, and other media. Departments of specialists have been created in most of the leading adver-

tising agencies. Meanwhile the individual radio stations had been brought together into networks, and from their simple beginnings they have developed large and skilful departments whose business it is to produce radio programs both for advertisers who come to them for help (because their advertising agencies are not equipped for radio) and for "sustaining programs" which fill the time not sold to advertisers.

The place which the advertising agency fills is that of general advertising counsel to an advertiser, and in the preparation of its plans it impartially considers all media. In preparing its recommendations it is not predisposed in favor of radio or any other medium, and uses it only when it seems to be indicated.

Moreover, the agency is in the best possible position to co-ordinate all the various forms of advertising employed by a manufacturer and to devise a type of program which best suits the central selling theme of the advertiser. If it takes the time and the trouble to learn the technique of broadcasting and to assemble specialists in music, dramatic writing, and program direction, it is in a particularly favorable position to decide whether an advertiser should use broadcasting, and, if so, to create the type of program best suited to his needs.

In the end, the decision for accepting, revising, or rejecting a commercial program rests with the advertiser who pays the bill. The weight carried by his agency's opinions depends upon his confidence in the judgment and experience of its members.

Reforming Groups May Lead to Legislation

Recently, well-advised advertising agencies have been pointing out to their clients that extremely vocal groups have come into existence to protest against offensiveness and horror and cheapness on the radio. They can and will make themselves felt if once they are sufficiently organized and properly led. The danger is that they may not be able to stop at reformation.

They may find that through their legislators, always eager to cock an ear for a popular issue, they will have taken broadcasting out of its present hands and rested it in bureaucracy. It would seem that that would be the end of the higher level to which much of radio has climbed.

American System Allows Best Talent

Only industrial competition could have laid before the public every one of the finest voices in existence, every one of the greatest musical organizations, and most of the popular stars of the stage and the motion pictures. If the pendulum swings in the other direction, there will be little incentive to the greatest personalities in the field of entertainment to permit themselves to be beguiled to the air. Only a commercial sponsor will pay the high-priced piper. The cost, like that of all advertising, means only the tiniest fraction of a cent per package when it is spread over the mass sales of a national advertiser. But what political appointee would risk having it known that out of public funds he was paying a great artist several thousands of dollars for a few songs?

Moreover, for planning and directing programs, broadcasting's high rewards have attracted people who know their showmanship as it appeals to the millions. The head of one of the networks recently pointed out that the educational interests of the country are not entitled to any further time on the air until they have learned something about showmanship. Most educational efforts in radio have succeeded in being so dull that their value was only a fraction of what it might have been. In bureaucratic hands, directed by those who insist upon programs of high caliber but have never learned the knack of being interesting, it is not difficult to foresee the result in this country. The American public's appetite is whetted for novelty and skill in showmanship. It will not be interested in anything that is worth while unless it is also entertaining.

The better solution for the fu-

ture of radio would be for it to reform itself from within, as all advertising must do. In the scramble to sell time on the air, the networks must not aim to exclude many products, just as today liquor advertising is excluded. That much would be easy. The real difficulty lies with the advertiser, who individually should realize that while a cheap or over-commercialized program may pay today, a better balance of restraint will in the end build a larger audience and insure a continuance of the present American system. The trouble is that there are always some who will not abide by the rules.

Those who are familiar with American broadcasting remember the exact time when commercial announcements became annoying. It happened about five years ago. Up to that time all advertisers felt that they must woo the public, and that their advertising must be lightly applied and sparsely scattered through their programs. Then one advertiser broke away. He coached his announcers to pound home his selling points repetitively and aggressively. On every hand people who discussed radio were loud in their damnation of this particular program. And its sponsor's sales went up! The reason was simple. He gave a good show, and he was the first to take advantage of all the other sponsors. He was trading upon a receptive state of mind which they had created.

Then the floodgates opened. Each advertiser said to himself that there was no reason for him to prepare a listening audience for this one advertiser to address so emphatically and directly. All commercial announcements grew longer and more insistent.

Some Practices Should Be Eliminated

It would be a misfortune if, merely for the restriction of those who refuse to restrain themselves, a set of definite regulations were to be imposed upon those who want broadcasting to be effective. Better far would be the elimination of some of the things which are not in the interests of the listener and

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cannot ultimately profit the sponsor or radio itself.

The suggestions which follow are advanced as only a start in the right direction:

1. Exclude all programs advertising products such as laxatives, cures for skin diseases, and other bodily disorders unsuited to dinner-table conversation.

2. Continue to keep hard liquor off the air.

3. Eliminate fake testimonials.

4. Give preference in desirable time to those who keep their commercials brief, interesting, non-repetitive. (A little more spine in the networks and the agencies would accomplish this.)

5. Encourage announcers who have a simple, direct, and sincere manner of speaking. Their salaries are too low.

6. Let the broadcasting companies employ more and better judges for auditions to give new talent a better chance.

7. Let the broadcasting companies use their sustaining periods (those not sold to advertisers) for constructive experimenting instead of filling so much time with the same old orchestras and soloists—always making the same sounds only under different names and song titles.

8. Import more British dramatic directors and give them time and money for long rehearsals. Give American directors the same

chance. Network profits would easily permit both.

9. Encourage the best writers and composers to realize that radio is a new medium which they must study as earnestly as they had to study sound pictures. Each has a technique which differs from the legitimate stage.

10. Keep popular songs from committing suicide, by restricting them from being played every night in the week on every station.

11. Let famous conductors realize that they are best developing a taste for good music by arranging their programs to interest a groping public rather than to impress other conductors or to satisfy themselves.

12. Put big names on the air only when and as long as they can do big things with good material.

13. Remove from the air all the horror programs which send children to bed frightened.

14. Let those who like good programs write in about it, and those who do not like bad programs do so too.

15. Let the newspapers stop fighting and virtually ignoring radio (as they do except in the time-tables which their readers demand), and start training intelligent critics who can give full and adult accounts of programs, with constructive suggestions (as a few do now privately) instead of smart remarks and trivial gossip.

Lowell with Forbes Litho

William A. Lowell has joined the Chicago office of the Forbes Lithograph Manufacturing Company. He formerly was with the Chicago office of Outdoor Advertising, Inc., in charge of the creative department.

• • •

Has Fence Account

The Cyclone Fence Company, Waukegan, Ill., has placed its advertising account with Henri, Hurst & Macdonald, Inc., Chicago agency. Magazines and business papers will be used.

• • •

Represent Anderson "Record"

Frost, Landis & Kohn, publishers' representatives, are now representing the Anderson, S. C., *Record*, an evening paper.

Olmsted Joins Ridgway

Fred R. Olmsted has joined the staff of The Ridgway Company, St. Louis agency, as an account executive. For several years he conducted his own advertising and art service. A. Maescher, Jr., has been appointed production manager of the Ridgway agency.

• • •

Schern to Tyson

Edward R. Schern has been appointed production manager of O. S. Tyson and Company, Inc., New York. He recently was with the Simmons-Boardman Publishing Company.

• • •

Now David B. Hills, Inc.

The name of Industrial Art Counsel, Inc., New York, artists' representative, has been changed to David B. Hills, Inc.

Announcing: THE FIRST 3 Gravure &

● Significance

Dominant coverage of the three largest and richest U. S. markets and adjacent trading centers. The average family coverage in the retail trading areas is 55%...three to four times that of leading magazines.

- Color or rotogravure at a cost below prevailing costs for black and white.
- In a newspaper section with the highest attention value and widest reading.
- A family audience, at home and at leisure.
- In media which lead in retail advertising in their respective markets.
- One order, one bill and one piece of copy.
- Economical reinforcement to national magazines where most needed, or adequate major effort in the best sections of the national market.



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MARKETS GROUP

Colorgravure in the

- NEW YORK Sunday News
 - CHICAGO Sunday Tribune
 - PHILADELPHIA Sunday Inquirer
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CIRCULATION *Currently Over* **4,000,000**

GROUP RATES:

GRAVURE

per agate line

Open rate . .	\$7.00
5000 lines . .	\$6.75
10,000 lines . .	\$6.50

COLORGRAVURE

Unit 200 lines x 5 cols.

Open rate . .	\$9,500
3 times . .	\$9,250
6 times . .	\$9,000
13 times . .	\$8,750

• The 1000 line unit is a full page in the New York Sunday News. Full page in all three papers is an additional \$2,000 flat.

...For Particulars

INQUIRE OF any newspaper in the Group.

Consumer Education

In Which Beatrice Trudelle Draws More Cheers for Criticizing P. I.'s Attitude

HOUSEHOLD FINANCE CORPORATION
CHICAGO

Editor of PRINTERS' INK:

I cannot refrain from cheering enthusiastically for Beatrice G. Trudelle because of her sensible challenge to PRINTERS' INK's attitude on the question of consumer education. There was a time a few months ago when it seemed that PRINTERS' INK was taking a rational and constructive attitude in articles calling attention to the mistakes practiced in advertising but recently most of your material along this line has been of a purely defensive nature, such as that by David E. Rowan, headed "Base Suspicion" in the January 3 issue.

Mr. Rowan very adroitly attempts to suggest that Consumers' Research, Inc., is being financially supported by advertisers. As one who reads Consumers' Research material with many reservations, it seems that Mr. Rowan's suspicions are about the most foolish attacks on the material one could imagine. I should think advertisers could pass over the reformer's radical implications that all business enterprises are unscrupulous without becoming hot under the collar unless the coat happens to fit them. These fomentations are not dangerous to decent business and are received by the public with the same skepticism that it turns increasingly toward the enthusiasms and exaggerations of advertising.

The point at which Consumers' Research is vulnerable is the careless methods used to arrive at their conclusions about specific articles. One of your staff writers might appropriately contrast their so-called tests and reports with the actual facts that exist with regard to the products thus classified. A little of this kind of medicine would soon undermine the support of Consumers' Research. Certainly no poorly financed organization

could possibly make adequate examinations and tests of as many products as they are attempting to cover in their 162-page book.

It would seem to me the part of good judgment that a publication like PRINTERS' INK should attempt to encourage organizations of consumers for study of their needs and interpretations of their needs to the trade. A little co-operation by advertisers would do more to prevent unreasoning outbreaks of criticisms against business than all the defensive chip-on-the-shoulder articles you may produce.

BURR BLACKBURN,
Director of Research.

WEST HARTFORD, CONNECTICUT
Editor of PRINTERS' INK:

After reading Beatrice G. Trudelle's letter addressed to you which appears in the issue of January 3, PRINTERS' INK, I have written to her as follows:

I have just read your letter addressed to the Editor of PRINTERS' INK, which appears in the January 3, 1935, issue of that publication. I was delighted with the way in which you "cracked down" on the attitude of PRINTERS' INK toward the work of Consumers Councils. In my humble opinion the editors of PRINTERS' INK, or at least some of them, have had a very shortsighted attitude on this question. I speak as a consumer, with no ax to grind, because I am not financially interested in either manufacturing or advertising in any way.

More than once during the last six months I have had in mind writing to you myself as a consumer, taking exception to what I think is a shortsighted attitude on your part toward the work of Consumers' Research and Consumers Councils; because it smacked too much of the "old deal" attitude of *laissez-nous faire* and *caveat emptor*.

REID HARTSIG.

Action on the Auto Front

Preparing for a Busy Year, Merchandisers of Automobiles Lay Out Intensive Campaigns

BY no means is all quiet on the automotive front.

The shows are on. Dealer conducted this year, they aim more directly than ever before at sales. Unofficial reports declare that, as compared with last year's manufacturer-conducted exhibitions, "spot" sales—on the show floors—have doubled and trebled.

Orders truly are plentiful; and to keep abreast of them, many factories are working day and night. Detroit looks forward to a 1935 volume of 3,750,000 units.

Meanwhile, behind the lines, the artillery of advertising goes into action. Most of the producers are gunning for dealers—and getting them; and over the retailing sector goes an arching barrage that seeks out the consumers.

Over the radio, the fight is three-cornered, with Ford and General Motors both on the air with symphonies, and with Hudson now coming over the mountain with Kate Smith. A time conflict between Ford and G. M. has been dissolved by Ford's moving to a later hour—which might have looked like an ethereal retreat on the part of the Sage of Dearborn were it not for the fact that the Waring broadcast, competing with the Chevrolet and Pontiac programs now on the air, has been lengthened to a full hour.

Thus far Chrysler, third of the Big Three in the industry, plans no aerial attack aside from the current, institutional, spot campaign now being broadcast in one-minute spots from 112 stations.

As the combatants square away for what the trade believes will be the best year since the collapse of '29—and as they all, incidentally, keep an eye peeled for an expected merger of Hudson and Studebaker—the respective programs form the following patterns of advertising strategy:

Chrysler has just blazed away with the first shot in an institu-

tional campaign in the newspapers—seven columns by 250 lines in seventy-one papers in forty-five cities. The copy will display the slogan, "You Get the Good Things First from Chrysler Motors." and the message will deal with mechanical advantages of Plymouth, Dodge, DeSoto and Chrysler automobiles.

Auburn, with its spectacular models—and particularly with the new supercharged speedster—will play to the speed-minded and to the prospect who wants swank. Auburn advertising will concentrate in class publications.

Studebaker—and probably Auburn, also—will go after stock-car speed and economy records in tests to be driven by Ab Jenkins.

Hudson is likely to talk speed, too—plus an economy run from coast to coast.

Many Campaigns Will Keep the Mails Busy

Chevrolet will concentrate, as usual, in the newspapers. In addition Chevy will run, in the spring and next fall, a direct-mail campaign, "individualized" as to dealers. The mailing list, including some 750,000 prospects, consists mostly of the names of owners of Fords and Plymouths.

Plymouth, on the other hand, will campaign by mail the owners of Fords and Chevrolets.

Other mail campaigns, in readiness for spring mailing, are to advertise Dodge (passenger cars and trucks), Chrysler, DeSoto, Buick, Pontiac, and Oldsmobile.

The mail campaigns will consist of from four to six pieces, mailed about two weeks apart; and most of them will open in the latter part of March.

Hudson, now considered a threat in the lower, middle-class field—and armed with the new electric gear shift—will concentrate in newspapers.

Graham, with its new low-priced

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quite conservative; likely it will be nearer a half-million. How many new readers will this bring in?

And how do you figure hours of radio time, acres of 24-sheets, car cards, newsstand posters? What will house-to-house sampling in millions of homes mean in terms of added circulation?

Frankly, we don't know the answers; we can't compute the possibilities. All we know is that advertising sells goods—and that *this* is the biggest promotion push ever put behind a new publication.

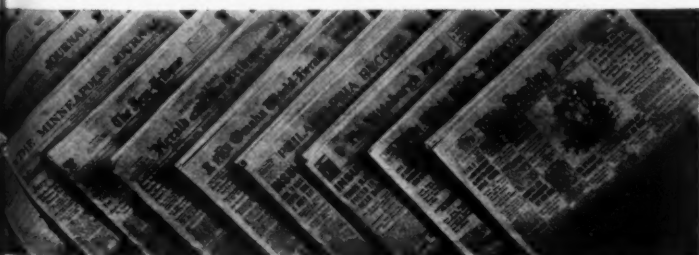
When it comes to print orders, we'll probably play safe and be sorry when the newsboys come clamoring back for more copies. Right now, all we can say is that there will be a generous bonus of circulation from the beginning. In **THIS WEEK**, advertisers will get their "velvet" in advance.

Figuring the Velvet: Rates based on 4,051,258 (6 months average ending March 31, 1934; latest figure already higher) . . . Total single day audit, 4,247,999 . . . Promotion plans include newspaper advertising, posters, sampling, radio, car cards, etc. . . . Editorial quality and quantity assure ever-increasing reader interest . . . Brilliant colorgravure attracts readers (and buyers) . . . Advertisers get a flying start in attention value . . . Dealers (in the rich "A" market) enjoy plus of publicity.

THIS WEEK

A Powerful Sales Force in America's "A" Market

Memphis, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington



CHICAGO: 360 N. MICHIGAN AVENUE

SAN FRANCISCO: 111 SUTTER STREET

DETROIT: GENERAL MOTORS BLDG.

LOS ANGELES: LINCOLN BUILDING

A few shots from the early skirmishes in this year's automobile advertising battle

six, will go, largely, into the dailies.

Willys-Overland is planning an extensive campaign in newspapers and the trade press.

Nash will divide its message between newspapers and magazines.

Hupmobile will concentrate in class publications.

Outdoor campaigns are in the making for Pontiac, Buick, Oldsmobile, Chevrolet, Plymouth, Dodge, Hudson, Nash and Ford.

Seeking new dealers, Dodge and Chrysler will go into trade-paper space.

Internally, the field has shifted from last competitive line-up. The most notable movement has been Packard's entry into the middle-price field with a model at approximately \$1,000—a move that has led Packard into a broad-front fight for dealers.

To gather dealership inquiries for the new "120" series, Packard circularized all the dealers in America—and there are 40,000 of them—with two direct-mail pieces. That section of each mailing that went to preferred addresses carried inquiry cards and business-reply envelopes. The two pieces brought

in 300 inquiries, a return unusually high.

Another shift affects the low-priced field—a shift that is bound to augment and intensify advertising in that range. Four newcomers have crowded in for shares of the low-price volume—Essex, Willys-Overland, Graham, and Lafayette.

But the eyes are still on Ford. Although he ran second to Chevrolet's first last year, observers in the industry are sure that he will make good his prediction and sell 1,000,000 units in 1935. Unless he can pre-prepare a solution, his spring business will suffer from the used-car situation of his dealers. However, he is a man full of surprises; and the industry will not be amazed if he carries forward, in more effective form, his last year's proposition of a flat allowance for every turn-in.

In the industry's department of distribution, a phenomenon to be watched this year will be operating affiliation with the big oil companies. Already Ford has tied up with one big company that operates super-service stations—with salesrooms—throughout Michigan, Ohio, and Indiana.

Esquire

THE MAGAZINE FOR MEN

\$9⁷⁵
per page
per
thousand

Any way you look at it, Esquire is now definitely on top, among the large page-size class magazines. The rate is the lowest—the circulation is the largest. Effective with the June 1935 issue, the circulation basis of advertising rates will be raised from the present 150,000 to a new average of 205,000 net paid. And the rate will go up from the present \$1600.00 per page to \$2000.00 per page. This represents a decrease in the rate per thousand of circulation, bringing it down to the low figure of \$9.75. Meanwhile, advertisers using Esquire will be rewarded with a circulation bonus of approximately 33⅓%.

205,000
net paid circulation
basis of new rates
with June, 1935 issue

Esquire

THE MAGAZINE FOR MEN

THE DES MOINES *Duplicated* In

68% of The Des Moines Daily Register and Tribune circulation is outside Des Moines. 94% of it is home delivered. Advertisers need BOTH The Des Moines Register and The Des Moines Tribune for maximum coverage of the Iowa market. Outside of Des Moines duplication is practically non-existent.

Reasons: Outside Des Moines, The Register and Tribune is not sold in combination to the subscriber; no price inducement is offered to buy both papers; entirely separate carrier organizations sell and serve morning and evening readers.

Examine figures on the opposite page. *They* tell the "duplication" story.

A survey was made of five typical Iowa counties. 95% of the entire Des Moines Register and Tribune daily circulation in these counties was accounted for—results were examined and certified by a C. P. A. Both morning and evening editions had wide distribution. If duplication could be expected anywhere, to all appearances it would be common here.

Actually the percentages of duplication in these typical Iowa areas was only 1.9%.

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A. B. C.

SUNDAY 252,092

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REGISTER AND TRIBUNE

CIRCULATION
Iowa?

Calhoun County, Iowa—121 miles (highway) from Des Moines.
Families—4,533

Des Moines Register and Tribune circulation*	Morning	Evening	Total Daily
.....	1,473	1,358	2,831
Total number families reading both morning and evening editions.....	12 or .04%		

*February, 1934, county count.

Jasper County, Iowa—33 miles (highway) from Des Moines.
Families—8,522

Des Moines Register and Tribune circulation*	Morning	Evening	Total Daily
.....	1,424	4,306	5,730
Total number families reading both morning and evening editions.....	180 or 3%		

*September, 1934, county count.
Same for counties below.

Guthrie County, Iowa—53 miles (highway) from Des Moines.
Families—4,590

Des Moines Register and Tribune circulation	Morning	Evening	Total Daily
.....	1,337	2,254	3,591
Total number families reading both morning and evening editions.....	53 or 1.5%		

Madison County, Iowa—43 miles (highway) from Des Moines.
Families—3,934

Des Moines Register and Tribune circulation	Morning	Evening	Total Daily
.....	839	1,867	2,706
Total number families reading both morning and evening editions.....	60 or 2.2%		

Tama County, Iowa—75 miles (highway) from Des Moines.
Families—5,882

Des Moines Register and Tribune circulation	Morning	Evening	Total Daily
.....	1,206	791	1,997
Total number families reading both morning and evening editions.....	32 or 1.7%		

Percentage of duplication in these five counties—1.9%

When Hair Nets Flopped

Why Venida Kept on Popularizing Trade Name and How It Cashed In

As told to Bernard A. Grimes

By Norvin H. Rieser

President, The Rieser Company, Incorporated

LONG before the depression presented to the business world its problem of maintaining sales volume and profits, my company had been dealing with just such a problem of its own. Where most businesses looked to 1928 or 1929 as the peak from which their recession started, we looked back to 1921. From that year and through succeeding years, as bobbed hair became more popular with women, our sales of Venida Hair Nets dropped lower and lower.

But through this discouraging period, we continued our merchandising-advertising efforts and, in 1928, started adding new items to our line. In 1933 we conducted the most intensive campaign since 1921. The result has been that, in 1934, we had the largest sales of Venida Hair Nets in twelve years.

Our increased volume over the last six months shows notable progress and is proof to me that we are doing a dynamic job. Credit for some of this must be given to the years of advertising and merchandising promotion which were put behind our hair nets. In the beginning our annual advertising expenditures were much greater than the profits on the business. The steadily growing volume which reached the peak in 1921 proved the value of this advertising effort.

When long hair went out of style and as bobbed hair won more and more women, we tried, through every means at our disposal, to fight this new style but we were up against a problem too big for us. Nevertheless, in the face of diminishing sales over a twelve-year period, the business was profitable—one that was not overlooked in the plans of those looking for good things to buy or in developing stock-selling opportunities.

I stubbornly turned down all such overtures and would not sell the business although I could have received a good price. Even though volume and profits consistently decreased, I had faith that if we kept working on our problem we would eventually find something that would again make the cash register tinkle more often and swing our sales curve up.

Kept Up Some Advertising Consistently

In the four years following 1921, for example, we spent more money in advertising than during the previous four years. Convinced that we could not stem the tide while bobbed hair grew in style, we consistently did some advertising every year. This was done in the hope, if we could not increase the market, we might at least capture a larger share of the purchases of those who were using hair nets.

This strategy did help some.

But it did not give us enough to keep our factory in China busy. In 1925 we started to use our plants for the manufacture of handkerchiefs and fine linens. The Chinese girls are adept at this sort of work and the output and sales of these products made it possible for us to keep the factory going. Today we are the only American company which has its own hair net plant in operation in China.

About 1930 we brought out the Venida Bob Pin which was closely followed by a pin with a double grip. These products, as we established them, helped us to recapture some of the lost business caused by bobbed hair popularity.

As our trade name "Venida" was strongly established where care of the hair is concerned, the idea suggested itself that we concen-

Jan. 24, 1935

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trate on products that would enable us to establish a hair beauty line. Accordingly, we brought out a new type of shampoo and the Venida hair sets, which, together with our hair nets and bob pins gave us a line of four products.

Meanwhile we had changed our pricing on the hair nets, which had originally sold two for a quarter, to a price which would add the five-and-ten-cent stores to our outlets. We continued to plan our pricing so that we could increase the flow of our merchandise through these outlets with the result that today there is not one of the major chain-store syndicates which is not handling some one of our products.

In addition, we added two products, unrelated to this selected line—a cleansing tissue and a sanitary napkin. These items were selected after careful study to determine what could be large in repeat sales value, marketed through chain stores and, carrying the name Venida, be a factor in keeping our name before the public.

Our purpose was to make a double play on our trade-mark. Identified with an established trade name, we felt that these two products would benefit from an immediate acceptance. We were also convinced that displays of these two items, coupled with purchases, would influence the purchase of our hair beauty products.

Sales of our cleansing tissue have grown steadily through the depression. Until recently we had been buying our supplies of tissue in carload lots but now we have opened our own mill where we manufacture our own tissue.

The cleansing tissue and sanitary napkins quickly proved themselves to be merchandising "naturals" that have won a place with very little charges for advertising overhead. They have enabled us to squeeze an additional value from the \$3,000,000 that has been expended in making known the name "Venida." In a number of instances, these tissue products have been substituted by chain syndicates for merchandise which they previously had handled under their own private brands. We have succeeded in getting many syndicates to discard their private labels in favor of merchandise obtainable at the same price as their private brand merchandise. In addition, our goods carries a name that is no stranger to the public.

Our promotion plans for the four Venida Hair Beauty Products are aimed at getting the trade to devote window and counter displays to all products that are used in care of the hair. We are encouraging the trade to feature them along with all correlated merchandise such as brilliantine, hair dyes and combs.

Our advertising efforts consist of offers to participate with dealers in co-operative newspaper advertising on a fifty-fifty basis, on continued use of small electric signs for window installation, and an increased radio campaign.

That our business in 1934 had the best upturn in twelve years, is gratifying not only because of the volume but because it has vindicated our faith in the belief that if we kept at our problem long enough, we would be certain to turn the corner.

Poultry Journal Changes

The *Southwestern Poultry Journal*, San Antonio, has changed both its scope and format, beginning with its February issue. As the *Southwestern Hatcheryman and Dealer* it will be issued bi-monthly instead of monthly.

• • •

H. J. Greig Resigns

H. J. Greig has resigned from Greig, Blair & Spight, Inc., radio station representative.

Pousette-Dart Made Editor

Nathaniel Pousette-Dart has been made editor of a new art publication entitled, *The Art of Today*, New York. The publisher is Russel Crofoot. Clayton Spicer is the managing editor.

• • •

Fawn Art Adds to Staff

Robert Corbett and Steven Dohanos have joined the New York staff of the Fawn Art Studios, Inc. Edwin T. Hunt has been added to the staff of the Detroit studio, of which R. M. Di Marco is now manager.



Good editing is something like a match. It carries a latent power that flares up on contact—fires the imagination of the reader—kindles his desire to do—to be—and to have.

THE American MAGAZINE

The Crowell Publishing Company

COLLIER'S, WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE, THE COUNTRY HOME

Combined Circulation Over 8,300,000

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New Industrial Arts Exhibit

AN exhibit of industrial art will be held at Rockefeller Center, New York, from April 15 to May 15. It will be under the auspices of the National Alliance of Art & Industry which held a similar exposition last year. Three traveling exhibits from the previous show are being toured throughout the country.

The coming exposition is planned to be, in effect, a review of the arts as these touch directly upon the life of the individual, from his housing and transportation through to items used by him for his convenience and leisure.

The items, as selected, will be priced to appeal to the mass market.

Awards will be made during the exhibit for design, manufacturing achievement and research.



G-E Appointments

The following changes have been made in the specialty appliance sales department of the General Electric Company: A. M. Sweeney has been appointed chairman of the newly created works management committees, electric refrigeration department. He continues as sales manager of the department. R. C. Cameron has been appointed assistant sales manager, in addition to having general charge of the department store division. A. C. Anderson has been appointed department store specialist.

A. L. Scaife has succeeded W. J. Daily as advertising and sales promotion manager. He has been manager of the specialty appliance sales department's retail division, and will continue to direct the preparation and distribution of sales training services. W. D. Galpin, succeeds Mr. Scaife as retail division manager.

A new campaign division has been established with Jean DeJen as manager. He also becomes a member of the sales committee, as does M. D. Grow.



Take Socony-Vacuum Name

Three Mid-Western subsidiaries of the Socony-Vacuum Oil Company now operate under the name of the parent concern. They are the White Star Refining Company, Detroit, which has become the Socony-Vacuum Oil Company, Inc., White Star Division, the Lubrite Refining Corporation of St. Louis and the White Eagle Oil Company of Kansas City, which will likewise become divisions of Socony-Vacuum.

"Good editing...fires the imagination of the reader—kindles his desire to do—to be—and to have."

that's why

THE American MAGAZINE

● ● ● produced inquiries for Great Northern Railway at a lower cost than any other general magazine or any woman's magazine.

● ● ● led the general magazine field in low cost per inquiry for a Gerber Strained Vegetables advertisement, 1934.

● ● ● consistently leads or ranks second among 11 magazines in number of inquiries returned to Investors' Syndicate.

● ● ● was one of three leading inquiry producers for Santa Fé Railroad, 1934, on a list of more than 30 magazines.

● ● ● tied for second place among 16 magazines in low cost per sale in Gillette's 1934 fall campaign.



P. I. Advertising Index

December Newspaper Linage Shows Increase of 9.3 Per Cent Over Year Ago

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THIS index shows monthly fluctuations in newspaper lineage back to and including 1921. It shows the percentage that the lineage in each month is of the average for the five years 1928 to 1932 inclusive.

The figure for December, 1934, is 75.4, which represents practically no change as compared with the preceding month, but which is 9.3 per cent over the figure for December, 1933.

Reference to the chart on the opposite page shows that the index gradually and irregularly increased from a low point of 93.8 in April, 1921 to a high point of 121.9 in August, 1929. Beginning with November, 1929, there was an abrupt and fairly regular decline to the low point of 54.5 in March, 1933. This represents a decrease of 55.3 per cent from the high of 1929 to the low point of the depression.

The depression decrease in newspaper advertising was not as great, however, as that which occurred in the other major media, as reported in *PRINTERS' INK* of January 10, 1935. After March, 1933 there was a rapid advance until August; then a slacking off until February, 1934; a rapid rise until June; and finally an irregular decline during the past summer and fall. This is approximately the course that general business conditions have followed.

How Newspaper Index Is Constructed

The Data. Since January, 1928, this index is based on total advertising lineage in newspapers in fifty-two cities as reported by Media Records, Inc. From 1921 to 1927 inclusive, the figures for twenty-three cities, as reported by *Editor & Publisher* have been used.

Adjustments

The newspaper series has been corrected back to 1921 for length of month, by putting all months on a thirty-day basis. Adjustment has also been made for all months in which there were five Sundays. Numerous tests were made to determine whether additional adjustments were necessary for other factors, such as five Fridays in a month, but the available data indicated that total monthly lineage was affected to so slight a degree, that further refinements were not justified.

Seasonal Correction

The method used was the ratio-to-twelve month moving average.

Base Period

The monthly average for the five years 1928-32 inclusive equals 100. The lineage for any one month is expressed as a percentage of the average lineage for the base period.

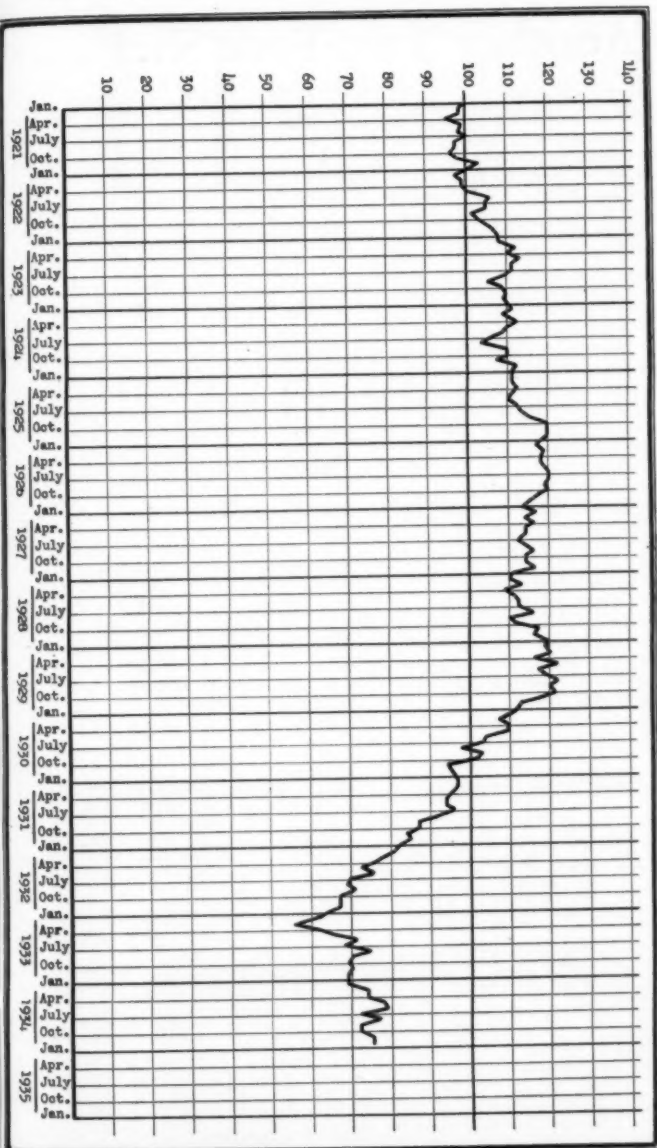
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MONTHLY INDEX OF NEWSPAPER ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected for Seasonal Variation



Another Two-Foot Shelf

IN 1933, PRINTERS' INK, in response to a number of requests, asked its readers to ballot on the fifteen books on advertising which should be an essential part of the advertising man's library. This list, expanded to eighteen books, was so popular that in October, 1934, the readers were again asked to vote; this time on a two-foot shelf of fifteen books not about advertising which all advertising men should read.

The returns are all in and, owing to ties for last place, the shelf has been confined to sixteen books (assuming one-volume editions of Shakespeare, O. Henry and Ring Lardner) as follows:

The Bible

Middletown, by Robert S. and Helen Merrell Lynd

Shakespeare's Works

The Golden Bough, by J. G. Frazer

American Commonwealth, by James Bryce

The Art of Writing, by Sir Arthur Quiller Couch

Emerson's Essays

Fifty Great Selections, by Robert G. Ingersoll

Our Times, by Mark Sullivan
Outline of History, by H. G. Wells

Microbe Hunters, by Paul de Kruif

Ring Lardner's Works

Huckleberry Finn, by Mark Twain

O. Henry's Works

Jurgen, by James Branch Cabell

Anthony Adverse, by Hervey Allen

Obviously it's an interesting and wholly catholic selection of books. *The Bible*, as was to be expected, won first place by a wide margin. The choice of *Middletown* for second place was not at all surprising, inasmuch as this excellent book is unique in its revealing microscopic study of a typical American community.

The most interesting choices are to be found toward the end of the list. The inclusion of *Jurgen* is surprising and it is probable that such a book as *Anthony Adverse* would not be included in a similar list five years from now.

All in all, 147 different books were mentioned by readers.

Macy Again Heads Newspaper Group

J. Noel Macy, of Westchester Newspapers, Inc., has been re-elected president of the New York State Publishers Association. Other officers are: E. D. Corson, Lockport *Union-Sun and Journal*, first vice-president; Burrows Matthews, Buffalo *Courier-Express*, second vice-president; Harry G. Stutz, Ithaca *Journal-News*, treasurer, and E. M. Waterbury, Oswego *Palladium-Times*, secretary. Karl H. Hiesing is executive secretary, with headquarters in Syracuse.

Display Firms Merge

Modern Art Studios, Inc., display settings, and E. W. Calvin, Inc., specializing in exposition exhibits, have merged under the name of Modern Art Studios, Inc., with offices in New York, Chicago and San Diego. Frank A. Rosebrook is president; E. W. Calvin, vice-president and treasurer; H. H. Rosebrook, secretary; and Roderick Macdonald, vice-president.

Savage Succeeds Saunders at Cincinnati "Post"

William C. Savage has been appointed national advertising manager of the Cincinnati *Post*. He had been with the Chicago office of the national advertising department of the Scripps-Howard Newspapers and succeeds Russell A. Saunders who has been transferred to the New York office of that department.

Heads Ohio Publishers

W. F. Wiley, general manager of the Cincinnati *Enquirer*, was elected president of the Ohio Newspaper Association at its recent annual meeting. Granville Barrere, publisher of the Hillsboro *News-Tribune*, is vice-president and Chester McTammany, of the Columbus *Citizen*, secretary-treasurer.

Has Food Account

Ivanhoe Foods, Inc., Auburn, N. Y., mayonnaise and other foods, has appointed Moser & Cotins, Inc., to direct its advertising.

HERE are some interesting and illuminating income figures that emphasize Washington (D. C.) as a major market—one notably prosperous in these times of stress.

Internal Revenue figures now available for 1934 show that the District of Columbia paid more income taxes than any one of 34 states.

In a combination of income and miscellaneous taxes The District of Columbia paid more than any one of 26 states.

In his annual report, the Commissioner of Internal Revenue shows that the District of Columbia paid more than twice as much as its percentage in population would indicate.

Such incomes show money to spend and the Federal Reserve report for retail sales in the Washington (D. C.) market proves that it is spent generously.

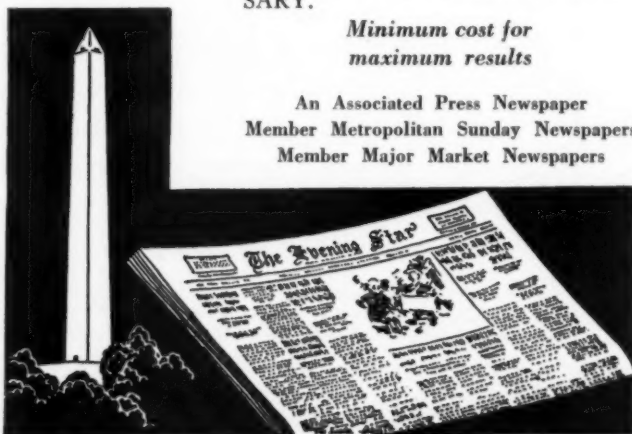
THE STAR—Evening and Sunday—takes your message into the homes of this prosperous market. When buying space in Washington (D. C.) **THE STAR IS ALL THAT IS NECESSARY.**

New York Office
DAN A. CARROLL
110 E. 42nd St.

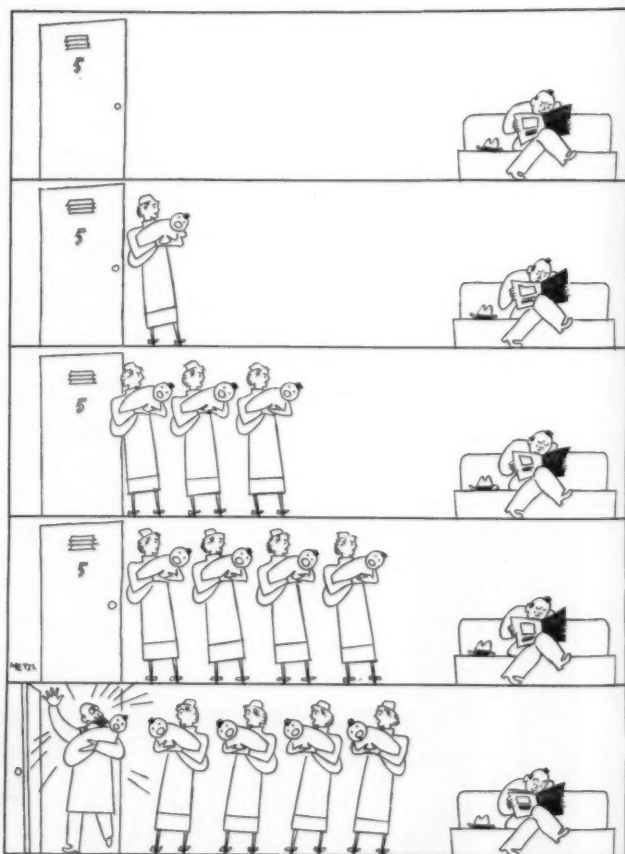
Chicago Office
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*Minimum cost for
maximum results*

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers



The man who wanted every



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REDBOOK... the ma

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A double blessing has just fallen on the head of the gentleman you see. He has gained a family at one swoop. And he has discovered in Redbook his heart's desire—a magazine that prints a complete book by his favorite authors, free you might say, with every copy. This fifty-thousand-word novel by Walpole, Hammett, Sir Philip Gibbs, or such, has a selfish motive behind it. It's making Redbook last so long on the living room table that advertisements get visited, and *revisited*. It seems you can't throw away a magazine that's as valuable as a book. And Redbook is read by both sides of the family. A penny tells your advertising story to four women—and their husbands. A page to 725,000 families is only \$1,740. Your advertisement is seen more and worth more in Redbook.

K... *the magazine plus a book-length novel*



There is no legislation in sight on the S. R. A. (Space-Buyers Relief Act). The requirements seem simple enough—a Rule of Three newspaper in every major market. But this seems beyond the powers of even a Democratic Congress, a Supreme Court and a brain trust all rolled into one. Only six newspapers in all the country, in cities of 300,000 and over, fulfill the difficult-to-achieve-but-greatly-to-be-desired Rule of Three—and the daily Journal is one of the fortunate half-dozen.

The RULE of THREE:

1 CIRCULATION LEADERSHIP

The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has + 32% more city circulation than any other Portland daily.

1 ADVERTISING LEADERSHIP

The daily Journal leads in retail linage, general linage, + total paid linage.

1 LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

The JOURNAL PORTLAND OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

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I See Where . . .

LEGISLATIVE program of National Grange calls for amending Pure Food and Drugs Act "to bring collateral advertising within the scope of the Act" and favors legislation for "truth in fabrics." . . . Second NIRB public hearing on policy to be held January 30 on subject of employment provisions in codes. . . . National Co-operatives, Inc., composed of seven regional co-operatives with about 800 local and county associations located in 20 States doing a business of \$9,000,000 will sell complete assortment of automobile accessories according to Farm Credit Administration. . . .

Lea Bill H.R. 3971 to allow State sales taxes on sales of property in interstate commerce specifically exempts second-class mail matter. . . . Air transport industry code authority applies for approval of false and misleading advertising provision . . . Amendments to code of advertising specialty industry, including definition of industry as the manufacture, assembly and sale of articles "specifically designed and made for advertising purposes and incorporating the advertising integrally on or as part of the article," approved. . . . Black Bill S.473 would make corporations furnish stockholders compensation received by employees of \$25,000 or more. . . . Bill H.R. 3064 of Brown of Georgia would set up grocers' co-operative commodity markets, loan them money, under supervision and regulation of Secretary of Agriculture. . . .

Bureau of Agricultural Economics announces program of research on marketing agricultural products. . . . Radio broadcasting code authority withdraws proposed amendments. . . . Oklahoma Governor asks increase of State sales tax from 1 to 3 per cent. . . . Baking powder, food deserts and potato chips industries ask inclusion under basic code for grocery manufacturing industries with potato chips industry inserting advertising allowance provision and dessert and baking powder industries inserting provisions defining "advertising crew managers" and special pay clause for employees engaged in house-to-house distribution of samples and/or advertising material. . . .

Budget for electrotyping and stereotyping national code authority \$30,000 for 1934. . . . Outdoor Advertising Association conducting nation-wide institutional poster campaign. . . . Proposed Montreal 5 per cent tax on advertising worrying Canadian and American advertisers because of danger of precedent. . . . American Petroleum Institute to meet in Los Angeles November 12-14. . . .

Hoge Bill to amend Food and Drugs Act introduced into House January 16 by Mead of New York as H.R. 3972, referred to Committee on Interstate and Foreign Commerce. . . . Representative Boland introduced bill H.R. 3625 imposing excise tax on motor buses and motor trucks at so much per mile. . . . Representative Brunner introduced bill H.R. 4001 to permit shipment of liquor by parcel post. . . . Canadian Bureau of Statistics issues census report on tobacco industries in Canada 1933. . . . Joseph Appel, executive manager, John Wanamaker, New York, tells

N.R.D.G.A. advertising regulation and censorship imminent and media owners must do job. . . .

Rural retail sales in 1934, 21 per cent higher in dollar volume than 1933 and 32½ per cent higher than 1932, December, 1934, being up 20 per cent over 1933, says Department of Commerce. . . . Daily average sales of grocery chains for 1934, 4 per cent higher in dollar volume than 1933, 12 per cent under 1932, according to Bureau of Foreign and Domestic Commerce. . . . Wholesale commodity prices for week ending January 12 at highest level since January, 1931 and retail food prices up 1.5 per cent during two weeks ending January 2, according to Bureau of Labor Statistics. . . . Dun and Bradstreet predict business advance generally throughout 1935. . . .

Business conditions improved in December and the first half of January, according to National Industrial Conference Board. . . . December third consecutive month of increase in industrial production, due largely to increase of production of automobiles, according to Cleveland Trust Company. . . . Standard Statistics Company looks for gradual rising trend of trade volume during next two months at least with results for first 1935 quarter over corresponding period 1934 and forecasts retail newspaper advertising gain from 2 to 4 per cent in next six months and national advertising gain of 8 per cent over comparable period of 1934. . . . *Review of Reviews* index of general business 63.4 per cent of 1919-1931 normal. . . . *Business Week* index 61.4 per cent against 64.9 per cent year ago.

G. M. S.



Hartman Heads Sugden Agency

George H. Hartman has been elected president of the J. L. Sugden Advertising Company, Chicago. He has been with the firm since 1923 and became a partner in 1930.

John L. Sugden, president and treasurer since organization of the agency in 1919, retains the office of treasurer and will continue actively in the business.

Edwin Cahn and C. J. Ollendorf, account executives have been elected vice-presidents and Frank R. Hartman, secretary.

New Duties for Rosenblum

David Rosenblum, vice-president, in addition has been elected treasurer of the National Broadcasting Company. He succeeds Henry Kittridge Norton who has been elected assistant to the president of the Radio Corporation of America. Mr. Rosenblum formerly was executive vice-president of Tradeways, Inc.

Worsham Directs Decatur Pump Sales

J. A. Worsham, formerly sectional sales manager of the Williams-Oil-O-Matic Company, Bloomington, Ill., has been appointed sales manager of the Decatur Pump Company, Decatur, Ill.

A Service to Advertisers

AUDIT BUREAU OF CIRCULATIONS
NEW YORK CITY

Editor of PRINTERS' INK:

PRINTERS' INK once more renders substantial service to the business of advertising and publishing in that striking editorial in its January 17 issue on audited vs. unaudited circulation. It should be taken to heart by every publisher, agent and advertiser in America.

P. L. THOMSON,
President.

Elected by Hull Agency

Miss P. D. Workman has been elected secretary and John Lang treasurer of W. H. H. Hull & Company, Inc., New York agency. Miss Workman has been in charge of the copy and art departments for the last five years. Mr. Lang, in charge of media records, has been with the firm more than thirty-two years.

Kirkgasser Has Automotive Accessories Account

George J. Kirkgasser & Company, Chicago agency, have been appointed to direct the advertising account of Ryerson & Haynes, Inc., Detroit, automotive accessories.

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Practical Plan for Training Salespeople

Retailers do surprise manufacturers sometimes. Here, for instance, comes one with the rather startling and unconventional thought that the retailer as well as the producer has or should have something to do with training salespeople. Mr. Murphy's seemingly practical plan was expounded by him before the recent meeting of the National Retail Dry Goods Association. It contains elements that will interest most merchandisers.

By Paul E. Murphy

Advertising Manager, Frederick Loeser & Co., Inc., Brooklyn, N. Y.

TOO many sales are lost today because the people behind our counters do not know enough about their merchandise to do an intelligent selling job.

And my opinion is that we shall never cash in fully on the tremendous advertising investments that we make—we shall never bring Sales Promotion up to its real efficiency until we recognize two things:

1. That salespeople must be given more information about the merchandise they sell.

2. That the giving of this information has become a joint responsibility of the manufacturer and the retailer.

Perhaps you think I overestimate the importance in retail selling of a good working knowledge of the selling points of merchandise.

I am assuming, of course, that your assortments are adequate—that people can find what they want in your store—and that prices are in line.

Grant me that—and I point out the fact, familiar to anyone who has spent even as little as an hour in a department store, that, daily, in stores throughout the land thousands of customers who might have been sold are turning away from counters empty handed.

You know the familiar picture. Customer walking down an aisle. Sees an attractive display. Stops.

Fingers the merchandise. Salesperson approaches. A few words pass. Customer drops merchandise. Saunters on.

Those are the opportunities to make sales that are priceless. The store has spent money to bring that customer in. She is in a buying mood. Why, therefore, didn't she buy?

Granted—she might have no immediate need of the merchandise in question. Granted—that price might be a stumbling block. Nevertheless she showed evidence of interest—the first essential element in any sale. And, seven times out of ten, could be sold if the salesperson were equipped to give the pertinent information which could turn that interest into desire.

I do not wish to minimize the importance in selling of approach, store loyalty, enthusiasm and similar essentials. I merely emphasize the fact that in many lines these essentials can accomplish nothing unless they are accompanied by a well-rounded knowledge of the selling points which make our merchandise worth the price we ask for it.

If you agree that the salesperson should be given more information, then I submit that the providing of this information has become a joint responsibility of the manufacturer and the retailer. Why the manufacturer? Because he has come to realize that his fate and his profits

rest in the hands of the retail salesperson quite as much as do our own.

Admitted, then, we have a problem—our manufacturers and ourselves. Our mutual need of the moment is a plan which will give salespeople the information that they need in such a form that they can readily assimilate and use it.

This need is emphasized by the fact that our present-day methods of conveying merchandise information are ineffective.

I admire the efforts of our training staffs to make technical information available to salespeople. But, too often, these efforts have shot wide of their mark. Our courses in textiles, in period design, in the habits of fur-bearing animals and the characteristics of their pelts, have been quite all right for assistant buyers. But they have gone far over the heads of the average salesperson—the very individual whom we want to reach.

I agree with the theory that the buyer should be made responsible for passing on some, at least, of his technical knowledge to his people. But I know that in practice, most buyers do not. Either because they have no ability to teach or because our modern routine keeps them so busy that they have no time left in which to perform this important function.

A Three-Way Job to Be Done

If you concede that our present system is ineffective—if you feel it safe to assume that we will not be able, at least in the near future, to afford a distinctly higher type of selling personnel, then it becomes evident that we have a three-way job on hand:

1. To give our people the merchandise information that they need.

2. To make this information specific.

3. To make it available in convenient form, handy for ready reference so that salespeople need not be required to "carry it in their heads."

The plan which immediately suggests itself is to have our manu-

facturers attach this information directly to our merchandise by tag, label or similar device. In order that the salesgirl, with a minimum of effort on her part can have always at her fingertips the answers to the questions we know most customers will ask.

Unfortunately, like many things ideal in theory, this method cannot be applied indiscriminately throughout a store. But, it is distinctly to our advantage to find out where it will work toward an improvement in our selling.

Can Well Be Applied to Home Furnishings

It can be applied, almost without limit, in the home furnishings field—in sheets, pillow cases, blankets, comforters, mattress covers, towels, linens, draperies, curtains, piece goods, china, glassware, housewares, furniture, rugs, lamps and so on. Much of the merchandise in this field is bought not alone for "eye value" but also for intrinsic worth. Our people must be familiar with details of construction, material, color, size to do a real selling job. True, in certain volume lines, price may be the customer's only consideration. But these are not the lines which offer us our best opportunity to make a profit. In the medium and better lines both manufacturers and ourselves have an almost unlimited opportunity to increase sales by using the tag method to make available *at the point of sale* all that the salesperson needs to know about a product.

The plan can also be applied widely in the field of men's wear. Perhaps not in volume lines where price is the first factor—but certainly to help the sale of our *better* suits, overcoats, topcoats, shirts, ties, shorts and so on down the line.

We can concede that the plan will prove impractical in fields where "eye appeal" is an all-important factor—smallwares, impulse goods and the like.

It will also meet resistance in the field of ready-to-wear where first of all, stores may object to adding another tag to garments which al-

24, 1933

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FRANK H. MEEKS

Sales Promotion
TWO NINETY-NINE MADISON AVENUE
NEW YORK, N. Y.

MU 1155 1111 20/21

It happened in Chicago!

"Way back in the days before "come up 'n see me sometime" was America's slogan, I found myself early one morning in a Chicago Loop restaurant having a combination supper and breakfast. For twenty hours I had been okaying proofs and overseeing a printing job that was going through the works.

Dog tired . . . I was wondering why I had come to Chicago . . . then romance hit me and I started thinking about a "little girl" back home . . . you know how it is? Well, there was a mind reader in that restaurant . . . she knew I was lonesome--and told me so. I appraised her painted cheeks, rouged lips, and unattractive figure . . . then casually remarked, "Well, what have you got anyway?" Instantly, I knew I had made a mistake. Hell broke loose . . . "Say Mister! It ain't what I got! It's how I use it!"

About once a week I tell this little episode to some one who asks: "Frank, what have you got on the ball that makes your letters bring home the bacon?" It ain't what I got! It's how I use it.

Now . . . before you ask me . . . I am not another specialist. "Chio" Sales took the edge off that several years ago. But I do write letters that sell . . . hung out my own shingle in 1931 and have gone through these parlous times by writing sales letters for concerns who, also, are still solvent.

Why don't you see for yourself if I've got "What it takes" to develop more business for you . . . to see if I can strengthen your sales letters, keep accounts sold between salesman's calls; get back lost customers, etc.?

Cordially yours,

P.S.--Just say:
"O.K. Meeks, I
want to see."

Frank H. Meeks

ready bear as many as five labels of one sort or another and where—especially in the volume lines—so many manufacturers are engaged in making garments so essentially the same—that a knowledge of a few basic types, a few materials, a few colors is all that the salesperson needs to have. But here again—in better lines—there is a possibility that the plan could increase sales by giving our people the specific reasons why these better lines stand out from the herd.

Running through all this reasoning, you find a distinction between "volume" lines and "better" lines. That's very important. Because it indicates that, while our idea to make merchandise information available in fool-proof form cannot be applied to *all* the merchandise we carry, it may prove helpful in increasing our sales of better lines.

Merchandise Can Be Divided into Three Types

I think it's clear at this point that the merchandise in our stores can be segregated into three types.

1. Eye appeal or impulse goods and certain staples which require little selling.

2. Lines whose main appeal is price on which we merely take orders—do not have to sell.

3. Lines whose intrinsic worth must be *sold* to customers before the latter will consent to part with hard-earned cash.

The first two types present no major selling problem. The third is our main concern. And my contention is that the one sure-fire method of providing salespeople with the information they need to sell this type of goods is to route that information as closely as possible on a straight line from manufacturer to retail clerk. A tag supplied by the manufacturer will do this. I vote for this method as a quick, simple cure for many of our selling ills.

Of course this plan is open to objection. Some manufacturers and some retailers may reject it instantly. The manufacturer because it adds one more burden to his lot. The retailer because he feels that it might tend to make selling too

automatic—that, because it is available to all stores, the plan might cause him to lose a competitive advantage. Well, few of us have any competitive advantages to lose as far as selling is concerned. And the more alert manufacturers will be glad to work with us.

In fact, I think that the Sales Promotion Division could make this a banner year if it were to devote a good portion of its energies in 1935 to working out this plan with representative manufacturers.

This application of this idea needn't, by any means, be limited to nationally famous brands. There are many small progressive firms with which we can work in developing more practical labels for their products.

And, if there are cases where manufacturers can't see the light, it may still be worth while to prepare labels of our own. Right now, for instance, new merchandise is coming into our drapery departments. Most of it is unlabeled. If we could sit down with our buyers today—select the items we intend to exploit for spring—write down, in the first fine flush of our enthusiasm, the things we want our salespeople to know about these items—put this information on a tag—attach this tag, later on, to the displays in the department—we would have worked out a more successful plan for selling curtains and drapes than any other that I know. A more successful plan because it works in such a way that the customer can pick up the tag and practically sell herself—one attribute of a good label that we have so far failed to mention.

Must a manufacturer whose product can't be labeled feel that we have no interest in his selling problem? By no means! We can help him marshal his selling points—translate them into the customer's language—compress them into a printed or mimeographed sheet—and make that sheet available in such a way that our people can see and use it. The tag may be the better—but certainly not the only—means of getting information over to the salespeople.

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NRA Hits A-B-C Labels

Department of Agriculture Idea Is Sat Upon by Food Codes Administrator

*Printers' Ink Bureau,
Washington, D. C.*

NRA policy on canned goods labeling, insofar as that policy can be reflected in recommendations of the Industrial Advisory Board and the official publication on January 10 of those recommendations by Armin W. Riley, administrator for the Food Codes Division, favors the proposals of the canners, wholesalers and independent retailers.

In other words, the A, B and C system of grading proposed by certain Department of Agriculture experts for inclusion in the Food and Drugs Act and so vigorously fought by advertisers generally is condemned.

Instead, the board believes that the desired results would be accomplished more readily by the use of a system of descriptive labeling under which each of the significant quality factors which can be objectively defined would be described separately by the use of simple, easily understood words.

Ending of the present long-drawn-out label dispute is urged by the board by the prompt adoption under the Code of Fair Competition for the Canning Industry of a system of labeling acceptable to the industry. While the present proposals of the canners may not meet all requirements, they are, in the opinion of the board, a great step forward and are subject to such modification of wording or of the factors involved as may be desirable in the interest of the consumer.

Furthermore, the canning industry is virtually a unit in its opposition to grade labeling and the majority of wholesale and retail distributors are equally opposed. While this unanimous opposition would not automatically prevent Government imposition of grade labeling if there were a

strong enough consumer demand for grade labeling, the absence of such an overwhelming sentiment on the part of the consumers makes the opposition of the board to grade labeling a policy determining factor of great significance.

The statement of Walter White, executive secretary to the board, in submitting the decision, contains this statement of general principle:

"As a general principle the Industrial Advisory Board strongly disapproves of the imposition in industry under the National Industrial Recovery Act of fair trade practices to which a majority of an industry are opposed."

Progress toward the adoption of any improved labeling method has been delayed by the present dispute according to Mr. White, and it is indicated that unless prompt action is taken in line with the sentiments of the canners and distributors, progress will be further delayed.

How Compulsory Grading Has Fared in Canada

Some of the board's conclusions were based on the study of the Canadian situation, where compulsory grading of canned fruits and vegetables has been in effect for sixteen years.

"While the report of the Consumers' Advisory Board shows that certain Canadian canners and distributors are well disposed toward the existent system and that in their opinion label grades have not reduced consumer good-will for established brands nor lowered the quality of the pack," the report points out that "the survey does not include a study of the consumer attitude." Such a survey of consumer attitude was made by the National Canners' Association, through an independent research agency, and shows that "only one out of eight Canadian housewives buys mainly on the basis of label

NEW YORK, N. Y.



JANUARY 24, 1935

Latest Literary Digest Poll Confirms Detroit's Prediction

Check Surveys With Records

Rand Confirms Findings

**Soundness of 9 Other
Surveys Is Verified**

BUFFALO, Jan. 24—"Is a mailing of 500 questionnaires, with a return of 25% to 50%, a fair sample on which to base conclusions relating to 2500 to 5000 inquiries?" "Yes," say the results of the recent Remington Rand survey.

In this survey, conducted by an impartial agency for Remington Rand and The Digest, 500 out of 3,060 inquirers received questionnaires. 173 were returned, indicating that 13% bought Remington Portable Typewriters. From these returns it appeared that these inquiries led directly to the sale of 398 Remington Typewriters.

Inquiries were received at the home office, providing a double check on sales. These records now show original survey findings 99% accurate—further proof that The Digest survey method is sound, and that ten surveys already conducted are nearly 100% accurate.

**Digest Readers To Buy
292,866 Cars In
1935**

**\$2,400 Weekly Covers
a \$205,006,200 Market**

DETROIT, Jan. 24—Not many months ago motor car manufacturers predicted increased activity for 1935. To-day that prediction is confirmed. Not by "experts," or ordinary "survey" methods, but by the most accurate forecaster of public action ever developed—a Literary Digest poll.

This latest Digest poll reveals that 285,951 Digest families—conservatively—will buy 292,866 cars in 1935. For them they will pay—conservatively—\$205,006,200. This great car market can be reached through The Digest with a full page message weekly—for 52 weeks—at a total space cost of only \$124,800.

To determine the 1935 motor car requirements of 1,000,000 Digest families, The Digest followed the same procedure by which results of national, state, city, and special elections have been forecast with uncanny accuracy.

To thousands of Digest subscribers divided as on all Digest polls between cities, towns and rural districts, and located in

(continued on next page)

(Advertisement)

New Digest Poll Confirms Detroit

(continued from page 1)

every state, were mailed a simple letter and return card. The response was prompt and astonishing. 48% of the cards mailed were filled in and returned (a larger percentage than any previous poll mailing has produced.)

Figuring by the most conservative method possible, the returns show that 80.9% of The Digest reader-families own one or more cars—practically a million cars among the million Digest families. 30.5% of the present owners will buy new cars in 1935. In addition, 20.4% of the families who are not now car-owners will also buy new cars. If the present owners continue in their present price classes, and the new owners start modestly, Digest families will buy 190,362 cars at \$1,000 and under, 79,073 from \$1,000 to \$2,000, and 23,431 over \$2,000.

Form Huge Market

Even assuming the average F. O. B. price is only \$700, Digest readers will spend \$205,006,200 for 292,866 motor cars next year.

In addition to their value as a new car market, The Digest's car owner families form a huge market for accessories and other automotive merchandise—oil, gasoline, spark plugs, tires, brake lining, heaters, radios, radiator fluids, and everything else needed in the operation and maintenance of 1,000,000 motor cars.

What cars, gas, oil, tires, and accessories Digest readers will buy in 1935, will depend largely on what companies grasp the opportunity of reaching a great predetermined market at one of the lowest advertising costs available to-day.

Digest More Than "News"

Stresses Interpretation

Contributors Know Their Subjects

NEW YORK, Jan. 24—The editorial offices of The Literary Digest to-day reaffirmed the fact that under the new editorial policy The Digest is more than a "news" weekly or a journal devoted to rehashing newspaper articles and editorials.

"The newspapers," they said, "fill a need which we cannot and do not attempt to meet. But with the increasing activity that the radio and swifter methods of transportation have made possible, a new need has arisen among busy Americans.

"In the average man's day there is no longer time to read thoroughly the entire contents of a newspaper, nor to relegate the findings to the degree of importance they should occupy in his daily life. Our purpose is to provide this service, quickly and intelligently, on all subjects which interest the better class of American people. To do this, we must obviously employ writers who are acknowledged authorities in their respective fields."

Men such as Edward Price Bell, R. A. MacFarland, and Kenneth Stuart are writing on subjects that jump from Washington to Russia, and back to the Tennessee Valley project or the latest NRA test.

On the lighter side are such discussions as the ten best current plays and a frank treatment of "professionalism" in college football.

grades and that only one in four knows that label grades exist."

As a result, the Canadian system has not greatly improved the general quality of the pack. The consumer has not received maximum benefit, for, according to the board, "it is also well known that the fancy grade in Canada on many items is substantially below the best grades of many of our domestic packers."

Farmer protest in this country is anticipated by the board. Should Grade A be established at a level high enough to satisfy packers of the best quality merchandise, there are areas in the United States where a pack of that quality could not be grown.

Another factor of interest to both packers and farmers revealed by the Canadian survey of the CAB was the conviction that the letter "C" would indicate to the consumer an inferior quality and would decrease sales in this classification. At present the largest volume of business is transacted in this classification, and the board indicates that the use of the symbol "C" would "probably affect total sales of canned goods."

"The very fact," says the report, "that this discrimination has not occurred to a greater extent in Canada under the terminology used

there of Fancy, Choice and Standard indicates a lack of consumer appreciation of the significance of these grade symbols."

After all, it's flavor that counts. The board contends that the consumer "should have an opportunity to judge the desirability of any product on the basis of his or her own valuation of the quality factors which go to make up that product, and not be forced to rely on the opinion of judgment of a third party whose evaluation may be on a totally different basis."

It seems that the United States is too big to be lumped into three classes. Uncle Sam has outgrown his ABCs. The flavor of packs of different qualities and from different parts of the United States is too varied, and should not, at least according to epicures, be lost in a lumping process.

Aside from that, the board points out that under the existing machinery of the Food and Drugs Administration enforcement of ABC labeling would be difficult. A more concrete description, such as proposed by the canners, would be more comprehensive to the consumer, who "is entitled to as much label information as possible in regard to the character of the canned fruit and vegetables which she buys."

Canners Press Label Fight

THE canning industry is going to stick by its descriptive labeling guns. Not only will efforts be continued toward getting these requirements in the canners' code, but incorporation of them in pending revisions of Federal food and drug legislation will be aggressively sought.

This was the recorded sentiment of the membership of the National Canners Association in its annual convention at Chicago last week. Almost the entire attention of the five-day meeting was directed toward a solution of the labeling problem, and the issue occupied the spotlight at the several other food industry meetings which

brought a concentration of some 10,000 food executives to that city.

There are three counts on which the industry will press its advocacy of descriptive labeling—that it is accurate and informative to the consumer, legally enforceable by food authorities and practical from the industry's production standpoint. In none of these respects, it was contended, does the counter proposal of the ABC grading system measure up to the admitted desirability of giving better information on the canned goods label.

The canners' position was assured the backing of a number of important food groups, including the National-American Wholesale

Jan. 24, 1935
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Grocers Association, the National Association of Retail Grocers, the United States Wholesale Grocers Association and the Canning Machinery & Supplies Association. Paul Willis, speaking at the canners' convention in behalf of the Associated Grocery Manufacturers of America, of which he is president, recorded his group as "standing foursquare with the canners."

Some fancy support was also re-

ceived from the NRA Industrial Advisory Board, which on the eve of the convention issued a statement endorsing the canners' fight for descriptive labeling. The statement not only endorsed the descriptive labeling principle as superior to grade labeling, but expressed disapproval of the imposition on an industry of fair trade practices to which a majority of an industry are opposed.



Sealright's Child Campaign

THE underlying aim of the advertising of the Sealright Company, Inc., which makes milk bottle caps and ice cream cups and containers, is to increase the consumption of milk and ice cream in the interests of the dairies and plants using its products. This year the company's advertising is departing from conventional methods and will stimulate the interest of parents by appealing to them through their children.

National magazine advertising will tell the quality story of Sealright milk bottle caps and ice cream containers and will also feature a series of mystery drawing books that children will be invited to send for. The first two of these books, "Adventures of Dot and Dan" and "Jimmy and Jenny in Tiny Town," have been produced especially for the Sealright Company.

To get a copy of one of these books, a child has to collect five Sealright milk bottle caps or three emblems cut from the company's containers or cups and send them in with a dime. Naturally children who want to obtain the mystery books are going to influence mothers to buy milk and ice cream from those dealers whose products use Sealright bottle caps or containers.

To supplement the national schedule, the company's campaign calls for special messages to the trade, explaining how dealers can tie in effectively with the Mystery drawing book offer to bolster the efforts of the youthful lobbyists and win more business. It is estimated that not less than 5,000,000 families from coast to coast will be reached in the course of the campaign.



KOMO-KJR Adds to Staff

J. F. Hiddleston has been added to the commercial staff of stations KOMO-KJR, Seattle. He was formerly with the Tweedy Footwear Corporation and the Rice O'Neil Shoe Company, of Chicago. Hugh Feltis is also a new member of the commercial staff. He formerly was with KIDO, Boise, where he was commercial manager.



Appoints Tyson-Rumrill

The Rochester Engineering & Centrifugal Corporation, Rochester, N. Y., has appointed Tyson-Rumrill Associated, to handle its advertising.

New Accounts for J. C. Healy

John Craig Healy, Chicago advertising agent, has been appointed to handle the advertising of the Standard Transformer Corporation, Chicago. The following Chicago firms have also placed their accounts with this agency: Sheridan-Plaza Hotel; Midwestern Laboratories; Lane Manufacturing Company and the Commercial Products Engineering Company, affiliated corporations.



Represents "Town Tidings"

Town Tidings, Buffalo, N. Y., has appointed The Gray-Nogues Company, New York, as its national advertising representative.



CHILTON PUBLICATIONS

Blanket the Following Fields

Metals and Machinery	Shoes, Leather and Hosiery	Warehousing
Hardware	Jewelry	Insurance
Dry Goods and Department Stores	Optical	Toys and Bicycles
	Automotive	Exports

Address CHILTON PUBLICATIONS as Follows:

The Iron Age	Dry Goods Economist Directories	The Optical Journal
Hardware Age	The Jewelers' Circular-Keystone	Review of Optics
Dry Goods Economist	Distribution & Warehousing*	Boot and Shoe Review

239 West 39th Street, New York City

Automobile Trade Journal
Commercial Car Journal

The Spectator

Automotive Industries
Chilton Automotive Buyer's

Chestnut & 56th Sts., Philadelphia, Pa.

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Pick Your Shots

With

CHILTON Publications

The selective circulations of Chilton Publications permit you precisely to pick your advertising shots.

Automatically eliminating waste, they group your customers where they are easy and economical to reach . . . where they are accustomed to turn with buying in mind . . . where they are easiest to sell.

Chilton Publications "flush" your prospects. You pick your shots.



CHILTON COMPANY

(INCORPORATED)

Philadelphia New York

Address CHILTON PUBLICATIONS as Follows:

Toy World & Bicycle World
42 Market St., San Francisco, Calif.

Where-to-Buy in Chicago
300 W. Adams St.
Chicago, Ill.

The American Automobile*
(Overseas Edition)

El Automovil Americano*

Ingenieria Internacional*

El Farmaceutico*

Associated Ownership

330 W. 42nd St., New York City

New Colgate Radio Show

ON January 28 a new show, name to be announced, will take the place of the present Colgate House Party broadcasts. A combination of script and music, the show was auditioned for the first time last week and it made a place for itself at once.

In a letter to radio editors, Chester B. Bowles, of Benton & Bowles, Inc., which handles the Colgate-Palmolive-Peet account, said that, in the experience of his agency, "we feel that the ideal radio entertainment is a combination of good music and good script. It is interesting that singers who go on the radio straight (that is, with a simple presentation of numbers) have never secured the big audiences that have become followers of programs which have contained human interest and heart throbs."

Mr. Bowles referred to the success of "One Night of Love," the movie starring Grace Moore as an example. In this movie Miss Moore sang selections from "Madame Butterfly," "Aida," and "Carmen."

"If she had sung those same selections as straight concert," Mr. Bowles reasons, "she could not

have hoped to stir the audience to anywhere near the extent that she stirred them when she sang each number with the intense emotional setting which the story of 'One Night of Love' gave her.

"For this reason, we have felt that if a radio script could be worked out which would continue from week to week with a generous amount of good music sprinkled through it, each song being sung legitimately with an emotional background, we would have an ideal radio production."

Script for the new series will be written by Otto Harbach, who has worked closely with light opera composers for thirty years. Characters will include Joseph and Evelyn Haydn and their twin daughters, Barbara and Betty. Joseph is an old German who once conducted an orchestra. His wife was a musical prima donna. Barbara is a soprano. Betty has a blues type of voice. Each week a variety of music will be presented but it will be made a legitimate part of the story, never dragged in.

The plan is to cast the show with relatively unknown people.

Joins N. W. Ayer

Lyman H. Thompson, formerly with the American Radiator Company and the Snider Packing Corporation, and, more recently a public relations executive with Pierce & Hedrick, of San Francisco and New York, has joined the staff of N. W. Ayer & Son, Inc., in Philadelphia.

L. M. Firestone Dead

Le Roy M. Firestone, director of market analysis of the Advertising Checking Bureau, Chicago, died at that city last week. He was at one time advertising and sales promotion manager of the Mayer Manufacturing Company. He was thirty-seven years old.

With Nestle LeMur

William Rankin, formerly business manager of *Modern Hairdressing*, has been appointed sales manager of the Nestle LeMur Company of Canada, Ltd., Toronto.

KTAB Names Lasky

Phillip G. Lasky has resigned as president of the Salt Lake City Advertising Club. His resignation follows his appointment as general manager of Station KTAB, San Francisco. Mr. Lasky had been director of KDYL, Salt Lake City, since 1926.

Transit Advertisers Appointments

Transit Advertisers, Inc., New York, has appointed A. H. Richardson as sales manager of national car cards and posters, F. LeBaron Hamblin as sales manager of local time tables and posters, and F. LeMoyné Page as vice-president in charge of sales.

R. W. Lawless to Macfadden

Robert W. Lawless has joined the promotion staff of the Macfadden Women's Group and of *Photoplay Magazine*. He formerly was associated with the New York *Daily News* as assistant to L. E. McGiverna.

That A. N. A. Agency Study

Wherein Managing Director West Discusses Some "Basic Misconceptions" as to Its Application

By Paul B. West

Managing Director, Association of National Advertisers

"IT isn't the commission: it's the principle," says PRINTERS' INK in its issue of December 27, referring its readers to a report of an address called "Agency and Client as seen by an Advertiser."*

And in that simple statement is the nubbin of the A. N. A. agency study. PRINTERS' INK deserves an orchid for putting the correct interpretation on so important a subject as that covered in the A. N. A. report called "Advertising Agency Compensation in Theory, Law and Practice." There has been altogether too much read into that report by way of interpreting it as a fishing expedition in search of something less than 15 per cent. Such an interpretation is without any foundation and the subject is of too great importance to everyone engaged in advertising to let that and other basic misconceptions persist.

Why this study was made is an important question and one amply answered in the report itself. Few of those who have not been in a position to know rather intimately the thinking of national advertisers in recent years have realized, it seems to me, the depth of dissatisfaction with the present agency compensation system. *It has not been a question of compensation, but of a deep-seated principle involved in the advertiser-agency-publisher relationship.*

Lately, however, I am convinced that almost equally important as the reason why the study was made is the fact that the A. N. A. made it—and made it in the way it did. In many quarters, I am be-

ing told that the A. N. A.—due to the innate fairness of the trustees who directed the study, namely, Messrs. Lee H. Bristol, Allyn B. McIntire and Stuart Peabody—and the high purpose of those most desirous of having such a study made, has managed to keep this most highly controversial subject on a high plane. Such a state of affairs, I am continually told, would, in all probability, not have been the case if some unorganized group had decided to deal with the matter.

So desirous is the A. N. A. of keeping the discussion at a high level, of maintaining the highest type of executive viewpoint, and of avoiding acrimonious controversy, that I wish to take this occasion to clear away certain misconceptions which exist concerning the contents of the report—misconceptions, which arise, I am sure, from statements made by individuals who have not read the report.

Misconceptions May Become Misunderstandings

If these misconceptions are allowed to persist, it seems to me that there can be but one most unfortunate result for all concerned, namely, that misconceptions will lead to misunderstandings, misunderstandings to bad feeling (as it usually does) and instead of the orderly progress which is sorely needed now, we shall have retrogression in advertising when business and advertising can ill afford it.

The first generally held misconception is that the report has failed to offer a substitute for the conventional discount system and therefore represents negative criticism which bedevils rather than clarifies the situation.

The answer to that statement is

*Address by W. T. Nardin, vice-president and general manager, Pet Milk Company, before St. Louis Advertising Club, PRINTERS' INK, December 27, 1934, page 54.

Now Progress AMERICA'S FIRST AT DRESSING TALK *of Drug, Sundry and m*

More than 200 manufacturers of Drugs, Sundries and Cosmetics have contributed advice in the preparation of the questionnaire and survey procedure. Pictured here is a council meeting of 14 important agency research directors in Hotel Waldorf-Astoria, December 12, 1934.



Photo Courtesy of "Advertising & Selling"

THIS month five thousand four hundred Cleveland housewives are listing on a printed report form, supplied by the Cleveland Parent-Teachers Association, every proprietary medicine—every drug sundry—every shining accessory—toilet requisite—dental aid—and every cosmetic product to be found in their homes.

In addition they are reporting for each item (1) where they purchased it



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RSATHROOM *and* TAE INVENTORY *cosmetic Products*

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This is the first comprehensive study of consumer
it in the purchase of drug and cosmetic products
r conducted in a metropolitan market.

The results are to be tabulated by the International
siness Machines Corporation and a report will be
dy for interested manufacturers and advertising
nts on or about March 15.

If you should like to see the completed report or a
scription of the novel method through which the
a are being obtained, write the National Advertis-
Department.

The Cleveland Press

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • ATLANTA

crystal clear in the report. I would summarize that answer in this manner:

The A. N. A. study shows that modern needs of advertisers vary and that abilities and facilities of agents vary. It shows the need of flexibility. It then contrasts that picture of the need of flexibility against deep-rooted conviction on the part of some that there should be one rigid and inflexible cover-all system. It plainly declares that under some conditions the discount system is practical and feasible, but not under all. A rigid system—as the one and only system—the study shows, limits the advertiser in his use of agency service and distinctly tends to limit the service agencies can offer advertisers to those mediums which by their own inherent nature can make use of the system. After revealing such facts, if this study should have recommended any other type or variation of a cover-all system as a substitute for the present cover-all system, it would but repeat a mistake. To miss that point is to fail to comprehend the major conclusion of the study.

The reason why the A. N. A. report did not recommend a substitute cover-all system is so important that before leaving the subject I want to make doubly sure it is understood by quoting from an official statement of the association made in answer to a question which read "What's the Answer to the Oft Repeated Statement—'Suggest a better system?'"

The official answer was this:

The primary trouble with the discount system is that it has been advocated and pushed as the *one system* to cover all situations. As a method of payment for agency service, when devoid of price-fixing elements, it is entirely feasible under certain conditions but it is certainly not feasible for all conditions. *No method of payment is.* The discount system as the one and only method is inflexible. The agency system demands flexibility. For anyone to attempt to prescribe another cover-all system to replace the present inflexible price-fixing system when the conditions involved call for inflexi-

bility, is to repeat the same mistake. Since it is so apparent that *no one system* will permit the normal development of harmonious co-operation between the three parties at interest this study cannot recommend a system.

Lest anyone think that this statement on the desire of advertisers for flexibility is too dogmatic, let me refer him to a tabular arrangement of the answers of 694 advertisers to the question: "What method of agency compensation would you prefer if you believed you were able to make an unhampered choice," which appears on the opposite page.

Another generally held misconception is that the A. N. A. report would have the effect of advocating revolutionary action. The opposite is true. Our report is a legal and statistical plea for orderly, evolutionary progress. It doesn't ask for the overthrow of the discount system. It pleads solely for the right of advertisers and agents to work out compensation arrangements under that system in a manner that is satisfactory to both.

A third basic misconception is found in statements which declare that the report represents a desire on the part of many advertisers to reduce agency income. The title of the report, I am now convinced is, unfortunately, responsible in large measure, for that erroneous idea. Parenthetically, I might say that I agree with a number of advertisers and with the director of the study, Albert E. Haase, that the report would—looking backward—have been better named had we called it "Contractual Relations between Advertisers and Their Agents."

It is my firm opinion that the effect of this report on agency income will be exactly the opposite of that now proclaimed by some as its objective. Instead of decreasing agency profits it will increase them, as agencies come to realize their opportunities and grasp them.

It would only be fair to ask how I arrive at this opinion. And my answer to that question would be:

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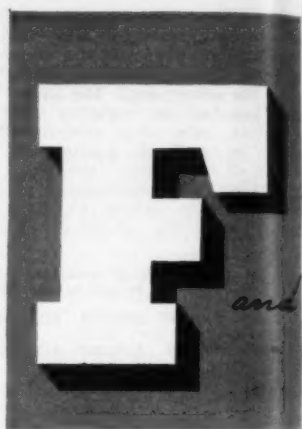
(100)

liver those services to the advertiser at a better profit to the agent and a more advantageous total price to the advertiser.

(2) The advertising agent, in his dependence upon an arbitrary percentage of volume as his income, has felt it unnecessary to develop costs of doing business. (On this point—lack of cost accounting—I refer those who are interested to a report issued by the Metropolitan Life Insurance Company in 1931 on "Cost Accounting for Advertising Agencies." In its very first page that report says: "It would seem that there are comparatively few instances where the agency is attempting to determine accurately the profit or loss on individual advertisers' accounts.") Lack of knowledge of costs of doing business can hamper or ruin any business. If the A. N. A. report—with its statement that "advertiser and agent are free, in law, to enter into contracts that are mutually agreeable," should cause advertising agents to endeavor to keep cost records, to the end that contracts which assure them a profit can be written, then this report will be of tremendous value to agencies.

An agent of *ability* who knows his costs can't escape profits. The agency business—when cost finding becomes an accepted practice should, therefore, move toward greater and better profits and away from the position recently described by the Periodical Publishers Association in these words: "One has only to study the financial reports of several hundred agencies to see what a small percentage there are who do make material profits."

As a specific example of what a knowledge of costs can mean to an agency, I would refer again to the Metropolitan Life Insurance report on agency cost accounting. That report, after discussing the experience of a particular agency which had put cost-finding into effect, said: "Through these effective cost methods, the executives have been able to demonstrate to certain clients that the company was realizing no profit on their account or in some instances had been suffering a loss. . . . In some



F U L L E R &

New Client

We are now serving Motorstokor Corporation, of New York. Motorstokor is the original automatic stoker, on the market since 1912.

N E W Y O R K

49 West 45th Street

C L E V E L A N D

1501 Euclid Avenue

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R & S M I T H & R O S S

C L I E N T S

Aluminum Company of America	Chase Brass & Copper Co.	National Cannery Association
The Aluminum Cooking Utensil Co.	Cleveland Fruit Juice Co.	Nation's Business
Aluminum Seal Co.	Commonwealth Shoe & Leather Co.	New York University
American Can Company	P. & F. Corbin	Printers' Ink
Art Metal Construction Co.	Detroit Steel Products Co.	The Standard Register Co.
Associated Tire Lines — The B. F. Goodrich Rubber Co.	Emery Industries, Inc.	The Templin-Bradley Co.
The Austin Company	The Fox Furnace Co.	University School
The Basciek Company	Hercules Motors Corp.	Westinghouse Electric & Manufacturing Co.
Cary Maple Sugar Co.	Hotels Statler Co., Inc.	Westinghouse Lamp Co.
Central United National Bank of Cleveland	Kensington Incorporated of New Kensington	West Penn Power Co.
	The Leisy Brewing Co.	The Wood Shovel and Tool Co.
	Motorstokor Corporation	The Wooster Brush Co.

cases the company has been able to arrange for a minimum income in the form of a service fee. . . . It would have been difficult without these cost records (1) to satisfy the executives that money was being lost on an account and (2) to convince a client of this fact."

Insofar as words can reflect a spirit, I think that in examining into and explaining these three misconceptions concerning the A. N. A. agency study, I have interpreted the spirit that exists behind that study—a spirit of helpfulness and desire to deal with principles.

In order to emphasize a point before concluding, I must allude to my own personal experience. Nearly all my business life has been devoted to the business of advertising and merchandising. During that time, I have worked on the agency side of the fence and on the advertiser's side; the last few years I have been privileged to occupy the fortunate position from which one can view the entire panorama of the advertising business objectively.

As an agent, I think I experienced all of the trials and tribulations of having to deal with clients, and no one has a better appreciation than I of how tough some of them can be. As an advertiser, my experience with one of the largest corporations revealed all of the reactions of purchasing departments, treasury departments, legal depart-

ments and executive managements to the so-called system by which the business of advertising is conducted—a system they never understood and therefore mistrusted. The root of that mistrust was the *principle of payment*. It has been the seed which has bred most of the ills which have beset this business of advertising, and which finally led executive management, under pressure of the depression, to insist on getting all of the pertinent facts.

My experience is the experience of many A. N. A. members. From such experience comes one pertinent conclusion, which is this: The business of advertising can no longer prosper in the belief that it is so different from all other branches of business that it must have immunity from the rules which govern sound business.

The A. N. A. study reveals how the relationship of the advertiser with his agent can be established on sound lines. Time will prove how great a contribution that is.

In closing, I would emphasize this fact: The A. N. A. agency report is not a document that calls for revolutionary action on the part of advertisers, but rather one that charts the course for sane and orderly evolution toward better, closer and more profitable relationships between advertisers and advertising agents along sound business lines.

Changes at Allen-A

All sales, sales promotion and advertising activities of the Allen-A Company, Kenosha, Wis., have been combined into one department, which is headed by H. M. Appel, sales manager. E. O. Hand, for the last four years assistant sales manager, takes over, with Mr. Appel, the work of the former advertising department. D. G. Coolidge has been brought in from the field as an assistant sales manager in this new department. D. K. Newell, former advertising manager, has resigned from the company.

• • •

With Modern Art Studios, Inc.

Arnold Dreyfus, who for the last two years has been Eastern representative for W. L. Stensgaard and Associates, has joined Modern Art Studios, Inc., New York. He is in charge of Eastern itinerant display promotions.

Names Brisacher Agency

Haas Bros., wholesalers of San Francisco and packers of Trupak fruits and vegetables, have appointed Emil Brisacher and Staff to handle their advertising. Brisacher's San Francisco office is launching an advertising campaign featuring Zee and Zalo toilet tissues, manufactured by the Comfort Paper Corporation, San Francisco, in metropolitan newspapers of the Pacific Coast States.

• • •

Death of E. H. Leslie

Eugene H. Leslie, a member of the Chicago sales staff of the McGraw-Hill Publishing Company for the last thirteen years, died at Chicago recently. Mr. Leslie represented the *Engineering and Mining Journal* and *Coal Age* and was associated with the former publication at the time it was acquired by McGraw-Hill. He was fifty years old.

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Sure-Fire Idea That Failed

How Siegel Cooper Bought 1,000,000 Advertisements a Day—
but Found No Sales Results

By A. Wineburgh

TO uphold my contention that advertising is not a science, and that we know little about it, I am relating the following story, just as it happened:

My lease with the company controlling the surface car advertising, called for the privileges inside the cars above the windows, occupying a space eleven inches deep and the length of the cars.

Orin Root, at that time general manager of the transportation company, called my attention to the possibilities of advertising on the reverse side of about 1,000,000 transfers that were distributed each day. These transfer slips measured about 1½ by 5 inches. Each transfer was dated, so that they could not be used except on the day issued, and the line of cars to which they transferred was punched by the conductor.

He offered to give me this privilege if I paid for the printing of the transfers. He wanted one concern to handle all the advertising privileges.

The cost of printing these transfers was \$5,000 a month, or \$60,000 a year. This seemed a high price, but I was given ten days in which to come to a decision. I decided to offer all of the space to some one advertiser, and if not successful, to split it up, a month at a time, as \$60,000 seemed a great deal of money for it.

I made up my mind that this concession should not go to anyone but myself, as it would be setting up competition with the advertising inside the cars. I made the mental reservation that if I could not get \$5,000 a month, or \$60,000 a year, in order to break even, the transfer space would be sold for less, making

up the difference in the sale of cards inside the cars.

Siegel Cooper & Company, among the largest department stores in New York, were selected as a likely candidate. Captain Greenhut, president of the corporation, was the man I called upon. His secretary referred me to George Perry, advertising man for the store.

I said the offer was so important that it seemed to be a matter for Captain Greenhut. This impressed his secretary, and I was asked into Captain Greenhut's office.

I had already outlined mentally the advantage of the use of transfers for advertising the Siegel Cooper Company, but as the presentation was unfolded to Captain Greenhut, I became more impressed with its value and enthusiastic in the honest belief that it was all that I represented it to be.

Proposition Seemed to Have Many Advantages

"Just think," I said, "of a man in uniform with brass buttons, on every surface car in New York City, giving a transfer ticket to 1,000,000 passengers a day, with the exclusive advertising upon it of the Siegel Cooper Company printed on the reverse side! Every street car line transferred to a line that would take a passenger to the Siegel Cooper Company's store. Each transfer had to be asked for when paying the fare, or it would not be issued.

"These transfers each have a value of 5 cents, the cost of a ride on another line, and are only given to the passenger when the original fare is paid. This means that it is held in the passenger's hand anywhere from five to sixty minutes, depending upon the length of the ride. This is an exclusive medi-

This is the ninth of a series of autobiographical notes. Others will appear in succeeding issues.

(Copyrighted by A. Wineburgh, 1935)

um, and Siegel Cooper will have a monopoly on it."

I pointed out that the circulation equaled that of a number of New York papers.

They told me to let the matter rest for consideration and to call back another time. My reply was that the Siegel Cooper Company was the first to be offered the transfers, that there were other large advertisers who would seize the opportunity, and that a decision would have to be made immediately.

They asked me to retire to the ante-room while several of the executives of the store were called in conference. Manley M. Gillam, one of the outstanding men in advertising, creator of the Wanamaker style of advertising, and many of the department heads were called in to consider the proposal.

Captain Greenhut saw its possibilities, although the price to be paid had not been discussed. This fact indicated that their interest was great, and so strengthened my belief in transfers as a medium of advertising, that I made up my mind not to sell at the price I was to pay for it, or less, but to sell at a profit.

Called from the ante-room after a half hour, which seemed like many hours to me, I was asked about the price. Although they said they were but mildly interested, it was obvious they were sold, whereupon my price jumped from \$5,000 to \$10,000 a month, because of my own enthusiasm regarding the possibilities of the medium.

After further discussion of the merits and value of transfer advertising, they said they would take it for a year.

To this I immediately said that it couldn't be sold for so short a time, as within a year instead of passengers asking for a transfer, they would be asking for a "Siegel Cooper." Any advertiser buying the privilege thereafter would be paying for a medium in which Siegel Cooper would be prominent even without that name appearing on the transfer.

Another wait of a half hour in the ante-room. They said they

would not enter into so large a transaction as five years at \$120,000 a year. They seemed determined. So we compromised on a three-year contract, for which a preliminary contract was then signed.

Transfers were printed a month in advance of the date when the Siegel Cooper copy would appear on the reverse side of these transfers in two colors. First institutional advertising was used, then later they attempted to advertise certain features and departments.

But the people who asked for the transfers—who held them in their hands from five minutes to an hour—who rode on the cars that transferred to the Siegel Cooper Company—did not read the advertising on the reverse side, any more than they read the dates and numbers and the names of the lines on the front of the transfers.

Advertising the Transfer Advertisements

We were then compelled to find some way of interesting the passenger in reading these transfers. Events of public or quasi-public interest were used as bait; directing passengers to the Metropolitan Museum of Art, baseball fields, etc., but to no avail.

Newspaper space was then used, calling attention to the bargains over on the reverse side of transfers by the Siegel Cooper Company, but again no reaction.

Some will say that what happened could have been easily foreseen, but executives of the Siegel Cooper Company and their advertising counsel, as well as myself and everyone to whom I talked about it after the contract was signed, agreed that it was an effective means of advertising.

I consider this conclusive evidence that we can never definitely determine what the results of advertising will be—all we can do is to reason it out as best we can, but not until after it has been a success or a failure, do we know anything about advertising.

The public's answer is the only answer as to whether the advertising copy or medium is good or not good.

This for intracompany

THE

Boston

Universal Atlas Cement Co.

Subsidiary of United States Steel Corporation

208 South La Salle Street
Chicago

19 December 1934

Mr. B. F. Affleck
President

INDUSTRIAL RELATIONS ASSN OF CHICAGO

Mr. Barry and I attended the regular monthly meeting of the Industrial Relations Association of Chicago on Monday, December 17. The subject for discussion was a review of the articles on "Collective Bargaining" which have appeared in the Atlantic Monthly written by George E. Sokolsky. These articles have evidently been widely read as every one present had read at least two of the articles and most of them had read all three.

The meeting was led by W. C. Hall, Vice President of The Industrial Relations Association of Chicago. Officers of Armour & Company, Commonwealth Edison, Hibbard Spencer Bartlett, International Harvester, Sears Roebuck and others were present.

A number of the points brought out by Mr. Sokolsky were new ideas to those present and precipitated considerable discussion. The conclusions reached were that Mr. Sokolsky had rendered a great service to industry in making a fair and dispassionate analysis of the labor situation under NRA and that the attitude of those present would be guided by the advice he had given and the warnings he had made.

Paul C. Van Zandt

VZ:B

Vice President

This form for
intra-company use

THE Atlantic Monthly

MOST QUOTED PERIODICAL IN AMERICA

Boston * New York * Chicago * Los Angeles * San Francisco

Predatory Price-Cutters

They Are Going to Be Center of Bitter NRA Battle During Present Congress Session

ONE of the most significant and probably most bitter battles to be fought along the NRA front during this session of Congress will center on the highly debatable subject of price.

It is difficult today to find any two men either in business or Government who agree in detail on just what price provisions should be found in the codes. When such a condition exists there is bound to be action. This particular situation, however, is still further complicated by the fact that there is a little group of irreconcilables among the left-wingers in Washington who insist on sweeping elimination of price considerations from codes.

One of the most innocent looking documents that ever carried a load of dynamite was a memorandum from the Consumers' Advisory Board to the National Industrial Recovery Board released on January 7. This was released with the following side-stepping note:

"Although there has been no opportunity for formal consideration of these recommendations, which were submitted Saturday, January 5, the National Industrial Recovery Board immediately made them public in the belief that discussion of all such proposals is desirable."

All those who are familiar with the trial balloon ascensions and quiet buck passing that are essential, apparently, to the proper conduct of Government will understand the full implications of this sentence. It is pretty obvious that the NIRB released these recommendations without taking formal consideration because it was not particularly anxious to take formal consideration until it found out what general reception the memorandum would have.

This apparently innocent memorandum issued under such highly precautionary conditions is seven pages of single space typewriting in length. There are certain excerpts that are worth quoting in

the light of the coming price battle.

Excerpt One: "The consumer wants a low price, but he does not want such a price if it is to be obtained only by depressing labor standards, by impairing the quality of goods, by practicing misrepresentation or by squandering precious natural resources. He does, however, want the lowest price which is consistent with conservation, with honest merchandising, with proper quality and with decent wages and hours and working conditions. His interest is to be served neither by unbridled competition nor by unbridled monopoly.

"Competition forces prices down, but it may do so at the expense of the worker, the consumer, the fair competitor, and the coming generation. There is no indication that monopoly deals more decently with labor, gives high quality, eliminates deceptive competitive methods or conserves resources; it does however enjoy the power to establish prices which will reduce the volume of industrial output and impair the standards of living.

An Intermediate Program Needed

"What is needed is an intermediate program which might at once put a floor under labor, consumer and trade standards and preserve the protection against undue price increases which competition affords above that floor. Adoption by industry of codes of fair competition confined to the establishment of minimum conditions of employment, minimum quality guarantees and minimum competitive standards might have provided such a program. That the present codes have gone far beyond these simple minima is a matter of common knowledge."

Note the emphasis on an intermediate program.

Excerpt Two: "It may well be questioned whether the Government should undertake to outlaw

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'destructive price cutting.' In practice it is next to impossible to identify the destructive price-cutter. In general the designation is applied to any business man who undersells his competitors. If he undersells by exploiting his workers or misrepresenting his products his price cutting may fairly be called destructive. But if he undersells by virtue of his superior efficiency there is nothing socially destructive in his policy. The practical difficulty comes when we attempt to discriminate between price cutting which is and that which is not socially justified. Any device which can be employed to check destructive underselling—re-sale price maintenance, minimum price fixing, prohibitions against selling below cost—can also be used to eliminate legitimate price competition. Any ban on destructive price cutting lets the camel's nose in under the tent."

A careful study of Excerpt One and Excerpt Two shows how difficult it is by any rules of common sense or logic to reconcile the two points of view expressed. Perhaps the CAB can do the proper reconciling with its accustomed mental gymnastics. Anyone who knows the CAB, however, knows that it is constitutionally opposed to any form of price control as is indicated by Recommendations Two and Four in the summary of the memorandum. These are:

"(2) That the vast majority of these codes be confined to the establishment of simple minimum standards governing hours, wages, child labor, collective bargaining and fair trade practices;

"(4) That definite limits be set on such price and quantity controls as may be permitted to code authorities in exceptional cases."

That, to date, pretty well represents the attitude of the CAB—an attitude which is only too familiar to the business men who have been regular Washington commuters.

That this attitude will be vigorously fought is indicated by several events. The most significant of these was the resolution passed last week at the meeting of the National Retail Dry Goods Asso-

ciation. This declared for a continuation of the general principle of the National Industrial Recovery Act with the elimination of price fixing, but with safeguards against predatory price-cutting.

Admitting that it is usually very difficult to determine just what is predatory price-cutting, the fact remains that few enlightened retailers and manufacturers want to see all the bars let down so that business will return to the chaotic price conditions of the late twenties and early thirties.

The "Loss Leader" Situation Today

This situation is particularly important to manufacturers of advertised merchandise who saw their products made price footfalls by retailers who consistently used these products of outstanding merit and reputation as loss leaders. The loss leader has not been eliminated from our economic picture, but the situation today compared to the nightmarish situation in 1931 is so idyllic as to be almost unbelievable.

It is certain that a very important section of business is not going to give up code provisions against predatory price-cutting without a fight. It is important to realize, also, that no matter how much the CAB may talk about exceptional cases it has consistently—perhaps in the light of logic one should say inconsistently—stood strongly against practically every form of code price control.

In closing, it might be well to read into the record the following statement from General Hugh S. Johnson which appeared in his article in *The Saturday Evening Post* on January 19:

"There is a school—I had, inaccurately, almost said 'of thought'—in NRA that has prevailed since I left it which insists that any provision against predatory price slashing is 'economically unsound' and 'unenforceable' and 'rendered unnecessary by the wage-fixing rules.' I fear that they have prevailed and that new NRA legislation proposed by the Administration will follow this so-called view. It is a ghastly paradox and I will fight it with all that I have to give.

Here we have self-styled reformers echoing the shibboleth of some of the most reactionary influences in this country.

"It is a shivering inconsistency, explicable only by the almost bucolic innocence of practical business experience in its proponents and chief champions. Of course it is espoused by those of NRA who represent the most predatory of interests. For reasons already stated, if this academic fatuity is

to prevail, NRA should be folded up and put away in lavender or—better and far different—set to guard the harem of rapacity incarnate. It will have been completely emasculated."

Anyone who was present at code hearings last year will appreciate only too well "the almost bucolic innocence of practical business experience" which characterizes so much of the talk and actions of certain idealistic left-wingers.

+ + +

Heads San Antonio Club

I. L. Kaufman, advertising manager of the Household Furniture Company, has been elected president of the San Antonio, Tex., Advertising Club, succeeding Jack Pitluck. Mr. Kaufman was one of the organizers of the original advertising club in San Antonio and was its first president in 1908. Other new officers are: Vice-president, Thornton Hall; secretary, Miss Jane Worthington; treasurer, William L. Hoefgen. New directors are: Leroy Swartzkopf, Roy James, J. W. Phillips, O. C. Auld, Claud Aniol, Harry Martyn, R. E. Willson and Mr. Pitluck.

. . .

Names Craven & Hedrick

Ste. Pierre Smirnoff Fils, Inc., New York, which has been making Vodka, Zubrovka and other products in Europe for many years and which recently established a plant at Bethel, Conn., has placed its advertising account with Craven & Hedrick, New York. Some magazines and newspaper advertising will be run until a merchandising program, now being developed, has been completed. A larger campaign is expected later.

. . .

Death of David Trainer

David Trainer, active in the outdoor advertising field in New York, died recently at Flushing, N. Y. For the last seven years he had been with H. C. Williams, Inc., New York, outdoor advertising. During the World War, he served overseas with the Canadian Expeditionary Forces and held the rank of major. He was sixty-four years old.

. . .

Gets Two Accounts

The McGivern-Child Company, Chicago advertising agency, has been appointed to handle the advertising accounts of the Fumoto Chemical Company and Biedermann Brothers, coffee roasters. Both are Chicago firms.

. . .

Represents Illinois Paper

The Harrisburg, Ill., *Daily Register*, has appointed Mitchell-Ruddell-Rudden, Inc., as its representative in the national field.

McGraw-Hill Appointments

Glenn W. Sutton has been appointed manager of *Electrical Contracting and Electrical Wholesaling*, New York, McGraw-Hill publications. For the last three years he has been Eastern manager of the Electrical Trade Publishing Company and previously was a publisher in his own name.

N. V. Palmer has been appointed Eastern advertising representative of *Electrical Contracting and Electrical Wholesaling*. He has been with the McGraw-Hill organization.

. . .

Houbigant Advertising Plans

The advertising schedule of the Houbigant Sales Corporation, New York, according to Pierre Harang, manager of the sales department, will be extended for the first six months of 1935 to include seven magazines. Fougere Royale preparations for men will be featured in magazines with male reader appeal. The products of the subsidiary company, Cheramy, will be the subject of a substantial advertising campaign. For this schedule twelve magazines will be used.

. . .

Plan Typography Exhibit

The Society of Typographic Arts, Chicago, is planning its first exhibition of the work of its members, to be held in the Marshall Field Galleries from February 1 to 15. Material to be exhibited includes original drawings, visualizations, product and package designs, printed matter, layouts and type designs.

. . .

Has Westbury Frocks

Advertising of Westbury Frocks, styled cotton dresses being featured by one outlet in a city, is being handled by the Sterling Advertising Agency, Inc., New York. Fashion magazines, business papers and direct mail are being used.

. . .

Branham Issues Directory

The Branham Company, publishers' representative, New York, has issued a new edition of its annual telephone directory of New York advertising businesses.

Remarkable Change that has made NEWS in Baltimore

During 1934 Baltimore changed amazingly. A dominant selling force developed; an overwhelming power that will not be denied. The gains in circulation and lineage, made by the News-Post, is an infallible indication that there is A WELCOME CHANGE IN BALTIMORE.

CIRCULATION | ADVERTISING

There is now ONE great daily paper read in 4 out of every 5 homes in the A. B. C. city zone . . . 81 percent of all families. The News-Post's last statement shows an amazing daily average of

193,601

by far the largest circulation ever attained AND MAINTAINED in Baltimore and still gaining.

Regular Carriers	102,075
Newsdealers	6,955
Street Sales	54,310
City Mail	9
Total City	163,349
Suburban Carriers	8,140
Suburban Dealers	5,383
Suburban Mail	419
Total Suburban	13,942
TOTAL CITY AND SUBURBAN ..	177,291
Country Dealers	13,968
Country Mail	2,342
Total Country	16,310
TOTAL NET PAID	193,601

Media Records figures for 1934 give conclusive proof that advertisers welcome the change . . . that they now recognize the News-Post as Baltimore's DECISIVE newspaper and its 193,600 families as the IMPERATIVE buying group . . . thoughtful analysis of the News-Post's

Over 3,500,000 Gain

gives a startlingly clear indication of today's trend in Baltimore.

	1933	1934	Gain
Retail Display ..	2,759,746	5,466,194	2,706,448
General Display ..	1,116,226	1,330,512	214,286
Automotive Display	363,703	567,795	144,092
Financial Display	122,144	150,842	28,698
Total Display ..	4,361,819	7,455,343	3,093,524
Classified	842,132	1,233,095	390,963
Legal	73,065	132,780	59,724
Total Advertising	5,277,016	8,821,227	3,544,211

Equally impressive is the showing made by the BALTIMORE SUNDAY AMERICAN . . . its circulation of 219,235, the largest in all of the South, and its advertising GAIN OF OVER 700,000 lines. Things have CHANGED in Baltimore.

BALTIMORE NEWS • POST

Baltimore's Outstanding Newspaper

NATIONALLY REPRESENTED BY
RODNEY E. BOONE ORGANIZATION

Olive Oil Is Only Olive Oil

But, Properly Merchandised, It Can Be Turned into Specialty,
This Company Finds

OLIVE oil is a staple grocery product; trade-marked and advertised, it becomes a specialty product. It is probably too much to expect that any brand will ever gather unto itself all of the wholesale grocers as distributors or all of the retailers as outlets to the consuming public. The best that can be hoped for, no matter how good the product may be, is a list of reputable wholesale houses to afford adequate distribution to as many retailers as can be induced to stock the product.

A simple promotional effort of the Pompeian Olive Oil Corporation, put into effect last August, in this direction was so successful that the company announces that the idea will be revived during the coming spring, when it is felt that even greater response will be given to the proposition.

The campaign consisted of a special offer to grocers of olive oil in glass containers in case lots, together with an equal quantity of "Handy-Quick" recipe boxes, for the retailers in turn to pass on to their trade at attractive prices.

"In many instances," says L. A. Pelton, general manager of the company, "this plan was sold to wholesalers who had not handled Pompeian for years and in several cases where it had never been stocked previously." Its success in this direction, as well as in the number of new retail outlets that were obtained, warrants a description of the plan.

First of all, it must be remembered that the product did not come to the grocery trade as a new and untried article that they were asked

to buy. It has been advertised extensively and has obtained acceptance in the home. It was announced, moreover, that the special offer would be featured in the com-



This free counter display shows the items that made up the deal

pany's advertising in a woman's publication.

To wholesalers, the offer was announced in a broadside, printed in two colors, which could also be used to send out through the mail to the retail grocers. The broadside described and illustrated both of the items that went to make up the deal, showed the counter display that was offered free and listed ten reasons why women in the home would be attracted to the point of buying.

Retailers were not asked to stock up with an unusually large quantity of the product—all they had

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to order was a single case lot, containing twelve glass urns of olive oil, twelve recipe boxes and a counter display stand.

Every wholesaler, who agreed to co-operate with the company in the distribution of the two sales items, was provided with a special sales portfolio which was really prepared for the wholesaler's salesmen as well as for Pompeian's own men. In the pages of the portfolio the merchandising campaign itself was described and a logical sales presentation was outlined which had been written with the one idea of convincing buyers of the sales effectiveness of the offer.

Everything that may be used to quicken the sale of the product by means of this special deal is shown within the covers of the portfolio. One feature of the offer, which has not yet been described, is a blank form which grocers may fill out with the names and addresses of twenty-five of their best customers.

One of these blank forms is provided with every case sold and when it is returned to the headquarters of the company at Baltimore, with addresses and names listed, a postal card is sent to all of the names, signed by the grocer, and telling of the combination

offer of salad oil and recipe box.

A very considerable amount of newspaper advertising was obtained through furnishing special mats to grocers, who ran them in connection with their own advertising.

The campaign is considered to have been thoroughly successful. While the deal is still in effect, it is not at present being exploited so intensively as was the case during the fall. It is the intention of Mr. Pelton, however, to re-awaken interest in it soon. Even women who have already obtained the recipe boxes may very well be interested in getting another one to give to a friend.

Also, since the offer was first made it is more than likely that many women who did not know about it or did not take advantage of the offer at the time may have seen the recipe kit in actual use at a friend's house and will therefore be desirous of getting one for herself when the opportunity is again afforded.

In offering this combination of two items, the company is not giving away a premium, in the exact sense of the word, inasmuch as the combination deal costs the purchaser 19 cents more than the olive oil would cost if she bought it separately.

Changes in Hotpoint Sales Staff

A. H. Jaeger, formerly assistant general sales manager of the Edison General Electric Appliance Company, Chicago, has been appointed manager of the water heater sales division. D. C. Marble, previously manager of the Central Northwest sales district, is the new assistant general sales manager. H. K. Dewees, previously manager of the Southwestern district, succeeds Mr. Marble in the Central Northwest district. J. T. Nee now heads the Southwestern district.

• • •

Churan Joins F. S. R.

Charles A. Churan, formerly with Young & Rubicam and, more recently with Paris & Peart, has joined the New York copy staff of Fuller & Smith & Ross, Inc.

• • •

With Canadian Monthly

L. H. Kenney, formerly with the Montreal office of the Toronto Telegram, has been appointed a representative for the *National Home Monthly*, Winnipeg.

Seek State Appropriation

The Washington State Federation of Commercial Organizations publicity committee, at a meeting at Yakima, decided to seek a State appropriation for an advertising campaign to bring tourists, settlers and business men to the State. A total of \$300,000 for a two-year campaign is being sought to be administered by a non-salaried commission of six men to be appointed by the Governor. Two hundred and seven organizations have been called upon by this group for their support.

• • •

Returns to Ronalds Agency

H. P. Toler has returned to the Montreal office of the Ronalds Advertising Agency. For three months he was with the London, England, office of the J. Walter Thompson Company.

• • •

Joins Bridge & King

Thomas P. Dowdall has joined Bridge & King, Philadelphia agency, in charge of production. He formerly was with the *Retail Ledger*, of that city.

This Might Make Copeland Bill Palatable

Advertising Penalties Should Apply to Office Seekers

By P. H. Erbes, Jr.

IT is an elementary truism of government that legislation which does not spring from an appreciable and active sentiment on the part of the people as a whole is seldom effectively enforceable. Such may well be the case with the proposed new food and drug act. There is yet to be offered any impressive evidence that the pending regulations have a real foundation in public demand, other than that evinced by small, albeit vociferous, minority groups.

This is a situation which can be remedied by a very simple procedure. The suggestion about to be advanced insures genuine support of the proposed law, perhaps even an unquenchable clamoring for it, on the part of the general public. More than that, it holds practical possibilities of converting the most fanatical opponents of the bill, whether they fight for governmental principal or self interest, into backers of the most enthusiastic sort.

Here is the idea, which is offered without charge to those who are engaged in drafting the food and drug legislation:

Simply extend the scope of regulations covering deceptive and untruthful advertising and harmful composition of commodities to cover the activities of seekers after public office.

If, as they so eloquently assert, the proponents of the food and drug act have the public welfare sincerely at heart, they will leap with great alacrity upon this opportunity of gloriously augmenting the benefits of their activity.

We have been informed, by lecture and bulletin and chamber of horrors exhibit, of the great havoc upon public health and peace of mind which has been wreaked by

dishonest advertising of proprietaries and food products. We have been told of the huge economic cost to the consumer of products which are harmful or useless, and of the tremendous sums of money which the public has been led to waste on such merchandise.

Now I submit, in respect to the advertising angle of this proposition, that in a single three months' political campaign in any city of over 100,000 population more misleading information is propagated than in the entire history of patent medicine publicity. Matching lie for lie, I would estimate that there have been more out-and-out departures from the truth than in the cumulative total of all commercial advertising. Admittedly this statement may be a little broad. It may possibly be that it would take campaigns in two cities of 100,000 population to exceed these totals. But not another hamlet will I cede.

A Comparison Offered as Proof

For verification on this point, I recommend comparison of the public utterances of almost any successful contestant for public office, from dog catcher up, with his subsequent performance. Or write your congressman for a copy of his party's platform. In either case, have an adding machine handy.

As is the case with misleading or dishonest advertising of commercial products, political deception or misrepresentation may have one or two effects on the public pocketbook. It may be that the candidate which has been acquired is merely useless from a performance standpoint, or at least short of advance claims. In this circum-

Dec. 1934, Average Net Paid Total DAILY Circulation, 62,298

Few Newspapers Offer Such Intensive Coverage of Their Market as The FLORIDA TIMES-UNION

Each of the newspapers used in the following comparison has the largest daily circulation in its market. Each has achieved an outstanding position. This table serves to emphasize the Times-Union's dominance of its field even when compared with above-average coverage.

NEWSPAPER	Approximate Families in Retail Trade Area	Circulation in Retail Trade Area	Per cent of Circulation to Families
FLORIDA TIMES-UNION.....	78,312	49,416*	63.10
Atlanta Constitution	335,222	81,986	24.45
Nashville Banner	215,319	56,681	26.32
Memphis Commercial Appeal.....	231,708	73,725	31.81
Chattanooga Times.....	101,750	32,579	31.82
New Orleans Times-Picayune.....	210,833	76,374	36.22
San Francisco Examiner.....	407,632	128,794	31.59
Los Angeles Herald and Express.....	578,336	254,696	44.03
Boston Post	708,735	240,203	33.89
New York News.....	2,839,802	1,413,550	49.77
Chicago Tribune.....	1,133,008	644,455	56.88

*Times-Union December net paid daily average in trading area. All others based on Sept. 30, 1934, published figures.

The Times-Union's present milline rate of \$2.09 is the lowest in Florida. December Net Paid Average of 62,298 gives a 21% plus value over the circulation at the time the present rate of 13¢ a line was established. Here's economy in reaching your Florida market!

The Florida Times-Union

LARGEST CIRCULATION IN JACKSONVILLE

Daily—FLORIDA'S LARGEST NEWSPAPER *Sunday*



Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York

Chicago

Detroit

San Francisco

Los Angeles

GARNER & GRANT, Atlanta, Georgia

Protect Your Trade-Mark

AND YOUR ADVERTISING INVESTMENT BY STATE TRADE-MARK REGISTRATION

Registration of trade-marks in the United States Patent Office does not grant, nor does it create or establish any property rights, as the individual States have their own trade-mark laws. The United States Supreme Court has held, "*Property in trade-marks and the right to their exclusive use rest upon the LAWS of the several States and depend upon them for security and protection.*" (248 U.S. 90).

In many of the States it is a crime to infringe on a *registered* trade-mark. *Registered* trade-marks thus also enjoy protection under the *criminal* codes of these States. If a crime has been committed in a State it is the duty of the district attorney to prosecute. A conscientious attorney should advise his client of these facts even though

it would be more lucrative to him to start action by costly civil proceedings such as "unfair competition" and "secondary meaning" litigation. Hence it must be quite embarrassing for some attorneys to have to explain why they have not already recommended State registration of trade-marks to their clients.

Your trade-mark is the instrument by which your product and good-will may be identified.

Good-will may be technically defined as faith and trust; honesty in manufacture or service creates this good-will; proper trade-mark advertising assures it; proper trade-mark registration insures it. . . . Is your good-will insured and your title thereto properly recorded?

WRITE FOR BOOKLET ON STATE TRADE-MARK REGISTRATIONS

Trade-Mark Service Company
74 Trinity Place
New York, N. Y.

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stance, tax money, which is the same kind of money that is spent for swamp root concoctions, is wasted not only in the form of the elected official's salary, but also to pay the expense of his inaction and mistakes. The cumulative cost of such transactions, one may suspect, runs into interesting sums.

"Adulterated" Officials Have Often Been Sold

Secondly, there are the viciously acquisitive politicians whom the voters (the same guys as these consumers we hear about) are misled into "buying." Their grafting operations, it is to be inferred from newspaper accounts from time to time, are fairly expensive from a direct monetary standpoint. They may also have an indirect, but none the less actual, effect upon the health of at least some members of the community. There are not a few citizens, I venture to say, who, given their choice between having their pores clogged with lead-content cosmetics and getting rapped on the conk with a length of lead pipe wielded in the absence of inadequate police protection, would cheerfully accept the former. And chemical solvents in their olive oil might seem to many folk preferable to the reduction in volume of food they are able to buy as the result of racketeering practices condoned by public officials.

In mild summation, it would seem that a lie told by the prospective holder of public office is just as untrue as one told by a manufacturer, and that all the sources of harm to the consumer's health are not rolled up in pills.

The cause of salvaging the public health and pocketbook might, then, be nicely, nay magnificently, served by the same type of restraints which are to be proposed for food and drug manufacturers. A fine of not less than \$1,000 nor more than \$10,000 (if the previous bill may be taken as a pattern for the penalties to be imposed) would do no little toward discouraging lying political propaganda. During the early stages of enforcement, incidentally, the collections thereof

would probably be sufficient to check off the war debts and finance Dr. Townsend's pension plan for the next eighteen months.

Naturally, the complete workings of the food and drug regulatory machinery must be applied. The process of seizure would be useful in connection with impure politicians, and in case the food and drug administration gets short-handed I hereby volunteer to seize a few personally.

Likewise, the provisions on misbranding seem capable of useful application. A candidate should not be allowed to label himself as a specific for ills of the body politic when he obviously, as is so often the case, has little or no therapeutic value in that connection. Nor should he be allowed to represent that his heart is of pure gold, when inspection might prove that it is just a leaky muscle; and his proclamations about the milk of human kindness content of his veins should be required to stand a butter fat test for 16 per cent.

As a matter of fact, the grade mark idea ought to be of great service here. The potential benefits of rating our men of public life seem at least equal to those of grading canned peaches, and just as feasible. In grading politicians, however, I should be inclined to recommend that the proposed A-B-C rating system be simplified on some such basis as A-Z.

The Insertion of a Phrase Will Do the Trick

All these prospective blessings can be made possible with practically no trouble whatever on the part of the framers of the new food and drug legislation. It is necessary merely to insert the words "and public office seeker" in a few of the sections.

It is wholly logical, in case anybody was wondering, to include political regulation under an act primarily designed to govern foods and drugs. Clearly there is no nourishment in the activities of an office seeker. But did you ever, while sitting in a reasonably comfortable chair, listen to a political speech?

December Chain-Store Sales

Company	December 1934	December 1933	% Chge.	12 Months 1934	12 Months 1933	% Chge.
F. W. Woolworth...	\$39,565,776	\$36,995,602	+ 6.9	\$270,679,683	\$250,512,407	+ 8.0
*Sears, Roebuck (a)	39,080,640	34,482,615	+13.3	316,510,142	268,903,072	+17.7
*Mont. Ward (b)	34,683,742	24,854,726	+39.5	243,994,391	182,632,349	+33.6
J. C. Penney	29,300,188	25,827,730	+13.4	212,031,287	178,773,965	+18.6
S. S. Kresge	21,212,908	19,732,233	+ 7.5	137,426,906	125,734,197	+ 9.1
Safeway Stores (c)	19,627,807	17,746,262	+10.6	241,837,753	219,628,978	+10.1
Kroger G. & B. (d)	17,772,063	16,923,302	+ 5.0	220,375,971	205,691,715	+ 7.1
W. T. Grant	14,211,627	12,449,544	+14.1	84,760,699	77,646,438	+ 9.1
S. H. Kress	12,412,070	11,440,679	+ 8.5	75,662,276	65,018,110	+16.4
Am. Stores (e)...	9,978,001	9,387,792	+ 6.3	114,365,212	109,387,150	+ 4.5
J. J. Newberry ...	6,795,807	6,066,110	+12.0	41,057,802	35,146,974	+16.8
Walgreen	6,154,158	5,318,061	+15.7	54,783,886	47,412,445	+15.5
National Tea (f)...	5,400,557	4,934,844	+ 9.4	61,338,372	62,608,610	— 2.0
G. C. Murphy	4,470,850	3,590,687	+24.5	27,955,481	21,844,896	+28.0
Lerner Stores	4,541,753	3,667,194	+23.8	28,618,808	22,068,334	+29.0
Neisner	2,865,664	2,533,006	+13.1	17,433,281	15,178,808	+14.8
Melville Shoe (g)...	2,665,164	2,307,892	+15.4	26,780,731	21,072,901	+27.0
Interstate Dept. (h)	2,631,174	2,415,268	+ 8.9	18,656,454	16,486,078	+13.1
H. C. Bohack (i)...	2,365,632	2,580,911	— 8.3	27,850,226	27,836,082	+ 0.1
West. Auto. Supply	1,975,000	1,324,000	+49.2	17,256,000	12,873,000	+34.0
Peoples Drug	1,938,123	1,670,949	+15.9	16,902,713	15,498,387	+ 9.0
Jewel Tea (j)	1,422,412	1,257,705	+13.1	17,161,452	14,355,229	+19.5
Dominion Stores (k)	1,383,769	1,665,435	—16.9	18,838,395	19,758,367	— 4.6
Schiff	1,310,452	1,071,882	+22.2	10,890,725	9,376,018	+16.1
Lane Bryant	1,044,584	955,302	+ 9.3	12,839,126	11,270,393	+13.9
Rose's	764,501	606,429	+26.0	3,520,897	2,680,555	+31.3
M. H. Fishman ...	548,567	468,848	+17.0	3,453,580	2,794,655	+23.5
Edison Bros.				14,125,539	10,642,991	+32.7

*Includes both chain and mail-order sales.

- (a)—4 and 48 wks. ended Dec. 31. (f)—4 wks. and 1 day and 52 wks. and 1 day.
 (b)—For December and eleven mos. (g)—4 and 52 wks. ended Dec. 22.
 (c)—4 and 52 wks. ended Dec. 29. (h)—For Dec. and eleven mos.
 (d)—4 and 52 wks. ended Dec. 29. (i)—4 and 48 wks. ended Dec. 29.
 (e)—4 wks. and 12 mos. ended Dec. 31. (j)—4 and 52 wks. ended Dec. 29.
 (k)—4 wks. and 12 mos. ended Dec. 29.

Number of Stores in Operation

End of December		End of December	
1934	1933	1934	1933
Safeway	3,208	Melville Shoe	587
Jewel Tea (units)...	1,549	W. T. Grant	465
J. C. Penney	1,474	S. H. Kress	232
National Tea	1,245	G. C. Murphy	186
Kresge	731	Peoples Drug	117
Neisner			
	84		79



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349	+33.6
965	+18.6
197	+ 9.3
978	+10.1
715	+ 7.1
438	+ 9.1
110	+16.4
150	+ 4.3
274	+16.8
445	+15.5
610	- 2.0
996	+28.0
34	+29.0
08	+14.8
01	+27.0
78	+13.1
82	+ 0.1
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Pointers

If names are essential, one is "Local Advertiser" . . . his running mate . . . "National Advertiser." Their quarry . . . Buying Power. Hunting ground . . . San Francisco. Both have had hard work the past few years, finding Buying Power in paying quantities. From all appearances it is now located, definitely.

In San Francisco, Retail Advertiser and National Advertiser alike have found Buying Power concentrated in The Chronicle.

From a peak in the last half of 1929 through the long, lean years to the last half of 1933, retail lineage declined one-third. Buyers were fewer . . . advertising appropriations smaller. Retailers had to cut space somewhere . . . where it would have the least effect on sales.

Only 6% of the cuts were applied against The Chronicle; 45% against the second paper; 34% against the third; 14% against the fourth.

THEN CAME 1934

With the 1934 upturn in volume of retail lineage, those same retailers reappraised newspapers of San Francisco in the light of improving conditions. With what result?

49% of the total increase in retail advertising went into The Chronicle; 31% into the second paper; 11% into a third; 9% into the fourth.

What about the National Advertiser in the meantime. 38% of the increase in National Advertising, 1934 over 1933, went into The Chronicle.

One pointer might, perhaps, be on a false trail . . . two just can't be wrong. The Chronicle, represented nationally by

WILLIAMS, LAWRENCE AND CRESMER CO.
New York Chicago Detroit

San Francisco

Los Angeles

WANTED - A MAN

A 4-A advertising agency, with successful experience of many years through offices strategically located in the East and West, has decided to renew its program of expansion, which was temporarily halted by the depression.

Among other things this plan calls for a man in the New York office who is—

In the habit of making contacts with important men or has the ability to make them in order to present the principles of the agency's services and their adaptation to a prospect's merchandising and advertising problems.

More interested in the future than in the present, shown specifically by his willingness to accept at the outset modest compensation with growth of income to be reflected liberally from the success of his work.

The man to be selected is probably employed at present in advertising or in work closely allied with it. This will not be considered of primary importance, however, in measuring it with qualifications of industry, resourcefulness, aggressiveness.

Write fully as to experience, qualifications, with definite references to the people who are well acquainted with work and character of applicant. Our associates know of this advertisement. Your confidence will be respected. Address "M," Box 48, care of Printers' Ink.

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Copy Writers I Have Known

(Continued from page 10)

must have succeeded, for this copy pioneered and capitalized a vogue that made a fortune for the manufacturer.

E. G. M. left us to take a Paris position as fashion expert for one of America's finest stores. She was an early martyr in the Great War. While attending church she was killed by a German bomb.

Meeting a New Crop of Copy Writers

When I went into the agency business in 1908, I encountered a new set of copy writers of great genius. There were the three K's, brothers of outstanding ability. H was a writer already growing to national fame. He liked to work at night, drinking black coffee and smoking huge black cigars, while up and down the room he strode, dictating in intermittent frenzies of inspiration. His imagination was marvelous and the imagery in his copy appealed alike to all, educated or not.

His vocabulary was very extensive and picturesque. He had the Brisbane gift of simple expression, but in addition, a keen onomatopoeic sense, so his headlines and epigrams made his words take on new meanings. Added to these great gifts, he had a sound sense for merchandising—so he knew, instinctively, which points to emphasize for utmost selling value.

After a varied experience in newspaper work, magazine editing, special writing of every description, including mandates from the White House, he has finally settled down on his country estate, up the Hudson, to write for a few choice clients whenever the spirit moves him. And it may be noted, after thirty years, his copy reads as fresh, his imagination glows as keen, as ever it did.

J. K. was a different type, but just as able. He believed each campaign should be built upon a memorable trade-mark, which

would establish immediate and impressive continuity for all the advertising wherever seen—in magazines, newspapers, store windows or on posters. Concentrating a campaign on this belief, he built so great a success for a company in which he became interested that it was listed on the "Big Board" and established branches around the world. Eventually he left the agency field to head-up this company at a capitalization of many millions. To date it has paid its forty-ninth consecutive cash dividend, competition and depression notwithstanding.

C. K. was still another type in this remarkable family. His nervous energy glowed like a flame. His enthusiasms were fast and hot. His ideas flashed like lightning across the summer sky. And they were sound, too, for he had the discrimination of a merchant himself. In fact, his earliest account, still with the agency he helped to found, after twenty-six years, has come to mean a certain standard of success whenever its name is mentioned. C. K. was an "Obvious Adams" in his advertising practice. It was hard for him to keep the pointing finger away from his headline displays. They who ran could always read and heed C. K.'s copy. And millions did.

Advice on "Breaking into Advertising"

At about this time, I met I. F. at a Sphinx Club Dinner one winter's night. Next day he came round to see me about "breaking into advertising." He was an Englishman of distinguished charm and vocabulary, but his advertising writing had been confined to two-inch copy for a building contractor. But even those little ads showed flashes of compelling power. What to do next? That was the question.

I told him to get a department-store job, and learn how to sell specific merchandise with advertis-

ing the very day it appeared. Next thing I heard of him he was with Saks, and after that I never heard the last of him, as he became a famous free-lancer for some of New York's great merchants, and finally an agency owner himself, where his copy is his organization's premier asset. He is one of the gifted who needs never rely on art or display to be read straight through. Of the widest reading, with a rare descriptive talent, he can brighten the dulllest proposition into allurements.

"Over the Head" of a Client

He seems to like to write a bit "over their heads," not only the public's but the advertiser's. The story goes he was discussing some copy with one of his self-made clients—one of Fifth Avenue's famous merchant princes—when the word "niggardly" was used in the sense—"These are no niggardly bargains." "Cut that out," the advertiser commanded, "we must keep this race business out of our copy." I. F. is one copy writer who is a salesman supreme. His free-lance fees, which gave him a grand income for years, prove the point beyond question.

F. E. N. was another copy writer who graduated from the retail school where he was manager of the silk department with signal success. He heard the big town's call and landed with a syndicate that sold advertising copy to department stores. His specialty was "special sales events"—*Happy Week*, for example, where page newspaper copy and store cards would be illuminated with the smiling faces of Pop, Mom, and Uncle John, not forgetting the kiddies.

A brief apprenticeship at this prepared him for an agency connection, where he soon became copy chief as his experience amply qualified him for the strain and stress of national advertising pressure. Here he developed an uncanny sense of sales value in copy which he was able to transmit to a growing staff that soon established a nation-wide reputation for results. He knew intuitively whether or

not a campaign or an advertisement would pull as desired.

His unerring pen would change a headline here and there, strengthen this or that appeal, re-direct a coupon conclusion, and almost without exception a profitable transformation would be effected. His sense of display, his artistic appreciation were unusually keen. It is not too much to say he pioneered the photograph in its artistic possibilities in advertising. Given something as prosaic as a dress shield and a model as beautiful as Justine Johnson, he would achieve, not merely a masterpiece of photographic art, but an advertisement of unique selling power. Under him grew up a staff of similar talent, able to follow through on all that he might initiate.

To him, out of a clear sky, came one G. G., an aviator who wanted to write advertising. He took the first hack job offered and started in to earn his lunch money. He was that rare combination—idea man and copy star—as good at one as the other. He let the others do the talking "in conference," but when it was all over, he would turn to the piece of paper he had been marking up and advance not one, but several ideas good enough to meet and master the situation. Then when the roughs came back, he would dash off three or four inspired pieces of keynote copy, so logical, readable and conclusive that even F. E. N. would find it hard to choose the best.

A Master of Epigram and Narrative

He was equally effective with epigram and narrative. As an example of the former, he wrote a series for a great cigar chain, investing a cheap smoke with an alluring mystery and interest that made it a leader almost overnight. As to narrative, he wrote an article promoting his agency—"Ideas about Ideas," that brought him by mail the proffered advertising of an internationally important oil company, which he had to decline with thanks, because another oil company was already "in the shop."

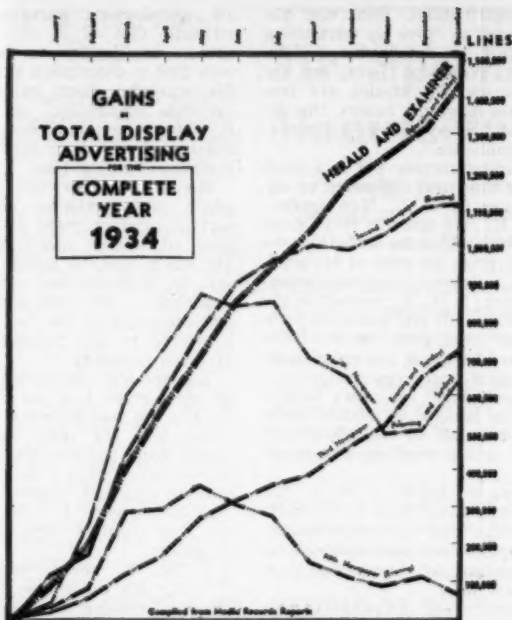
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WHERE BUSINESS IS BEST

Business is greatly improved throughout the entire Chicago market, judging by the considerably increased volume of advertising that merchants have placed in ALL Chicago newspapers during 1934.

But business is BEST among the hundreds of thousands who read The Herald and Examiner every morning (well over a million families on Sundays). The volume of their purchases has caused advertisers to place a much larger share of their linage with this newspaper!

The Herald and Examiner's startling gain of 1,422,948 lines of Display Advertising is by far the largest of any Chicago newspaper, and more than twice that of the other morning newspaper. It is convincing proof that The Herald and Examiner is producing better results at lower cost!

CHICAGO HERALD AND EXAMINER

National Advertising Representatives: Paul Block and Associates

New York Office 247 Park Avenue	San Francisco Office Monadnock Bldg.
Chicago Office Palmolive Building	Boston Office Little Building
Detroit Office General Motors Bldg.	Philadelphia Office Guarantee Trust Bldg.
Los Angeles Office Chamber of Commerce	

zine contributions, until one day he decided to "give up advertising and stick to fiction for a life-work." Now he lives on the Riviera and his stories are featured on magazine covers, the delight of an ever-growing international audience.

A similar success, but in a much shorter time, was registered by another one of F. E. N.'s pupils—J. W. B. He came in fresh from Columbia where he had won the literary prize the year of his graduation. Despite this inauspicious beginning, J. W. B. jumped on the job with a will and was soon turning out some great stuff. Then he was delegated to write some department-store copy featuring a "London Shop" for men's wear—which he handled in splendid style, but not at all to the advertiser's liking so he received the rebuff rude.

It was too much; J. W. B. quit in disgust, turned back to literature in earnest, and his autobiography summary, which accompanied his first big-time serial, contained these trenchant lines:

"—entered advertising;—laughed;—left advertising." Advertising was poorer when it lost J. W. B. for story was succeeded by serial by book by scenario until today he is lord of the manor in a brick-walled estate in one of the country's most exclusive communities.

To leave the "modns," as Swinerton says, let us now look at the man who pioneered copy in America, at J. J. G., the first to turn the standing card into the interesting advertisement. His early training was newspaper work where he learned headline value, the tell-it-

all introductory paragraph, the strength that is in brevity, the aptness in illustration, the vividness that is description at its best. He was the great exponent of "sensible originality," as he put it. His advertising dared to be different, but it kept both feet on the ground all the time.

His broad experience in every phase of advertising for every sort of product made his mind a mine of infinite idea-possibilities. He was a veritable human dictionary of tried-and-true advertising experience. The first great package campaign in the food field is a tribute to his creative genius. He built to endure.

The greatest tobacco magnate of all time made him his confidant. To him the man who first put precision into big scale automobile manufacture confided the secret of his success—"when I have to make a thing round, I make it round." And that is what J. J. G. put into the first Cadillac copy. He built to endure.

J. W. B. never really knew J. J. G. any more than he really knew advertising, or never would he have "laughed" when he left it.

J. J. G.'s success rested upon great natural ability as a creative copy writer, of course, but behind that and his untiring diligence was so great a respect for advertising as his chosen lifework that he never took its name in vain; never did he associate himself with any advertising, dishonest, tricky, extravagant, or insincere.

So his influence lives on in a record that is an inspiration to all copy writers who want to succeed greatly and rightly.

May their name be legion!



New Office for Stonebraker

J. N. Stonebraker, general newspaper analyst and counselor of Webster City, Iowa, has established a Chicago office for his organization at 605 North Michigan Avenue.

"Racquet" Appointment

Al Ross, formerly circulation manager and director of sales of the Clayton Magazines, *Modern Youth* and others, has been appointed circulation manager of *Racquet*, New York.

Arch Center Dead

Arch Center, advertising manager of the Gardner Denver Company, Quincy, Ill., died at that city last week, aged thirty-four. At one time Mr. Center was with the advertising department of the *Chicago Tribune*.

Has Bird Seed Account

John A. Bruce & Company, Hamilton, Ont., Bruce's bird seed, have appointed A. J. Denne & Co., Ltd., Toronto, to direct their advertising.

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Frank W. Harwood Dies

LONG prominent as an advertising executive, Frank W. Harwood died at Tampa, Fla., last week, following an emergency operation. He was in his fifty-third year.

Mr. Harwood's career was especially identified with the advertising of tobacco products. He was active in outdoor advertising work when he joined the Bondy & Lederer organization which, later, became a part of the General Cigar Company, of which he became advertising director. In 1924 he became associated with the American Tobacco Company in a similar capacity, and in that position played an important part in building up sales of Lucky Strike cigarettes.

American Tobacco elected him a director and, in 1928, made him advertising manager and a director of its subsidiary, the American Cigar Company. Mr. Harwood left both companies in 1930 and, shortly thereafter engaged in advertising agency work. A few months ago he was elected a director of Donahue & Coe, Inc., New York agency.

For three years Mr. Harwood was a vice-president of the Advertising Club of New York. His death followed a few days that of Arthur C. Mower, long time associate and friend and his predecessor as advertising director of American Tobacco.

♦ ♦ ♦

With George J. Kelly, Inc.

L. M. Hannum is now sales and advertising manager of George J. Kelly, Inc., Lynn, Mass., manufacturer of shoe polishes. For the last few years he has been sales manager for Hewes & Potter, Boston. Previously for many years he had been general manager of the Whittemore Bros. Corp., Cambridge, Mass., shoe polishes.

♦ ♦ ♦

Reo Motor Appointments

Ward W. Mohun, of the Reo Motor Car Company, Lansing, Mich., has been made assistant sales manager. E. W. Stephan, who has been manager of the Philadelphia factory branch for the last two years, has been placed in charge of all Reo branches in the United States.

Mr. Specialty Manufacturer

**I can help you solve the
problem of declining
Sales and Profits.**

Perhaps other products new and old, are pre-empting your markets. Perhaps your policy is out-moded. Perhaps your packages have definite points of obsolescence. Perhaps you fail to add new products to take up the loss that is inevitable during changing trends. Perhaps you do not have a self-contained scientific or a commercial research department to get the real facts concerning progress in your line, buyers' habits, competitors' improvements and policies.

You may be in the field of Drug Specialties (proprietary, ethical or both) or you may be entirely in another line and have been thinking about entering these fields because of discoveries parallel to your own line, but have held back because you couldn't find the right man.

I have thirty years' experience in the Drug and Specialty field as retailer, executive and general manager. Understand marketing, modern practice of advertising and am capable of directing and co-ordinating the work of your present staff.

All letters will be held in strictest confidence. If you are interested address "N," Box 47, care of Printers' Ink.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell
John Irving Remer, Editor and President
1908-1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor
C. E. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMER, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; F. H. Erbes, Jr., Washington, 1208 Carpenters' Building; Chester M. Wright.
London, 110 St. Martin's Lane, W. C. 2: McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue: Gove Compton, Manager.
St. Louis, 915 Olive Street: A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.
Canada \$4 plus duty \$2.00 a year. Foreign \$5.

NEW YORK, JANUARY 24, 1935

America, Here's Your House!

Unemployment still centers largely around the durable-goods industry—and this despite the fact that the demand for durable goods constantly is growing.

Here we are concerned particularly with housing—with providing adequate living quarters for more than 2,000,000 families—and with an idea that not only would interest the owners of more than 13,000,000 existing homes, but also would serve to vitalize the national housing program and thus create employment in a key industry.

The national effort needs localizing. At the points of sale it needs new pressure. It needs visualizing and dramatizing. It needs educational advertising and intensive house-to-house merchandising. It needs reducing from the abstract to the concrete, from the general to the particular.

For this kind of selling job the machinery already exists. It con-

sists of the sales and "missionary" organizations of the public utilities and of the manufacturers of gas and electric appliances for the home.

Suppose the utilities and the appliance makers should lay before the FHA such an idea as the following:

"Here, completely worked out, are the plans for a new kind of house. It is flexible in size and price, durable, comfortable, good-looking, economical to operate. It embodies new ideas. It will appeal to the people. Advertising it, merchandising it, will create a demand so great as to generate a brand-new industry.

"Now then, we, the utilities and appliance manufacturers will help the Government sell this house. We'll advertise it locally, merchandise it by means of traveling crews—apply to its introduction and sale the tried and tested methods that for years we have been employing in the sale of our service and our goods."

Conceivably, the Government might answer: "If you will demonstrate your ability to sell these houses and equip them with your appliances at prices and under terms that the people can meet, if you will supply these houses with power and light and heat at rates that would be commensurate with the rates of Government-owned utilities, we'll play ball. We'll work with you to put the thing over."

Does it seem that, even hypothetically, we have bridged an abyss too wide? There is precedent to prove that, even with the current Administration, privately owned utilities can work harmoniously in merchandising programs. In the Tennessee Valley, that 42,000-square-mile laboratory in which the TVA has undertaken to supply home owners with low-cost electric service, private enterprise is co-operating right now in well-

planned, promotional

To the American durable-fixture, that might be. On a national, locally, it is. But the step in responsibility but of ready sale first product. In essence opportunity this:

Today's situation is a don't wait.

Tomorrow his craft, concern, but taps at model from

"You can have what you'll justifiable the perfectly needs."

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planned, effective, forward-looking promotion.

To the benefit of millions of Americans, to the benefit of the durable-goods industry, to the benefit of the nation's economic structure, that kind of co-operation well might be spread across the land. On a national scale, but intensified locally, it *might* succeed.

But the initiative, the very first step in the selling job, is the responsibility, not of the Government, but of two related industries already skilled in persuasion. The first prospect is the Administration.

In essence, the situation and the opportunity present themselves like this:

Today, the Housing Administration is saying to its market: "You don't want to buy a house, do you?"

Tomorrow a salesman, trained in his craft, directed by a private concern, but blessed by Washington, taps at your door, hauls forth a model from a sample case and says:

"You need a new house. You can *have* a new house. And if you'll just let me set this up on that table there, I'll explain to you how perfectly this house will suit your needs."

Poverty on the Farm

Poverty note from the famine-ridden Central West: A

week or so ago at the Chicago Union Stock Yards cattle sold at a top price of \$11.85 per cwt. as against \$7 during the same week last year. Thus a farmer received \$1,225 more for a carload of cattle than a similar carload would have brought him a year ago.

Hogs went rather well, too. They brought \$8.20 per cwt. compared with \$3.55 a year ago, making a difference of \$1,162.50 for a car in favor of this year.

Translated into terms of buying power, the figures mean that a farmer selling a car of hogs or cattle at the present prices could

very handily buy an automobile, a truck or tractor and pay for it out of the increased value.

Pretty tough, isn't it?

If Mr. Wallace and his professors don't get busy at once and pay these farmers more for the things they don't raise, the farm market outlook is going to be sad indeed.

Yet the gravity of the situation seems not yet sensed by certain advertisers. In the apparent belief that, after his enforced abstinence, the farmer needs much merchandise, they keep on advertising. And the farmer, unaware of his financial plight, continues to buy!

If the politicians of both major parties do not take some action to correct this anomalous situation, they will be deprived of a useful and fruitful issue. Some of them may even have to go to work.

Please Pass the Peanuts

There are public relations that affect the standing

of a business enterprise; and there are public relations that affect the standing of a nation.

Let the stockholders of a company discover that rumor, rising from within the gates, has spread abroad and is doing harm—and you'll see a house-cleaning.

Let the stockholders learn that one of their executives is making a baboon of himself—and you'll quickly see an empty cage.

But on the broader scale, well—

Not long ago a foreign visitor asked Daniel C. Roper, our Secretary of Commerce, this question: "Why is it that, while all the world looks to America for leadership out of social distress and is even investing money in America's future, Americans don't believe in their own country?"

The Secretary essayed an explanation. Later he admitted that the attempt was pretty feeble; and now he knows that he should have

pounced upon that question as an opportunity. Of course, what he ought to have answered was:

"Americans *do* believe in their country! And if you make that crack again I'll crown you with your own umbrella!"

But on the baboon point, our position, unfortunately, is less easily established. With Huey Long at large, America, in the eyes of the world, is out on a limb.

In the interest of our reputation, Huey must be squelched. And if we, as stockholders in U. S. A., Inc., don't squelch him, then our own fault it will be if we continue to be regarded as a land of chattering, tree-dwelling apes.

Signs Are Propitious

A while back, we offered here a few thoughts on

sitting and thinking.

And now along comes the 143rd issue of the *Old Farmer's Almanac*, signed in the wavy hand of Rob't B. Thomas just as he wrote his name in 1793 and bringing us a text for those who, having sat and thought enough, now may begin thinking about acting.

The text is the text for January: and it goes like this:

"This is the time of year to THINK about things that grow.

"Plans made now will grow and yield. Luck and waste are cousins to us all, but poor relations at that.

"Let a handful of corn run slowly through your fingers and think of the miracle of life and growth. Recall if you can the days when the best ears of corn were saved for seed, the husks stripped back from the yellow kernels and braided with that of other ears and hung in a safe, dry place.

"And that curious thing called money grows. We use money because it is not practical to exchange corn and many other things for the things we need. Yes, money

grows, provided it is put in the right place . . ."

To those sitters and thinkers who read these lines, the corn-kernels are ideas—ideas that have been stored away, in safe, dry places—ideas whose aggregate has been augmented by every contact with every idea-source—ideas that now are ready to plant—ideas that will grow and yield returns.

And there is money, too, to put to work—money to plant—money to invest in the materialization of enterprise—money that will grow and yield earnings.

The year is new. The skies are clearing. The almanac of business promises good fortune. Let's go!

Industrial Art in Britain

Early this month the Prince of Wales opened the

British Art in Industry Exhibition, the first effort of the British to hold a show of a type that has become common in the United States.

This exhibition grows out of a deep feeling on the part of English manufacturers that their country has been dropping behind in the movement of design in industry.

As we look back on the history of industrial design in this country we are struck with the primitive notions of 1917, when the Metropolitan Museum of Art sponsored its first Industrial Art Exhibition. Within the comparatively short time since that exhibition, art has been wholeheartedly accepted by business as a necessary tool. Almost everything that we use has felt the effect of the movement.

That the British have been slow to feel the importance of this almost world-wide trend does not mean that they will not be quick to catch up with the United States, France and Germany. The sponsors of the British exhibition are to be congratulated for taking steps to bring their country into line with modern industrial art trends.

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O'MARA S

AMERICA'S LEADING Week-Day ADVERTISING MEDIUM IN 1934



13,210,333 LINES is a lot of advertising

no matter how you look at it. Actually, it represents more linage than any other week-day newspaper in America. This is what the NEWARK EVENING NEWS did in 1934! same as in 1933!

And in 1932! And in 1931! AND IN 1930!!

Five out of five isn't bad pitching. Say, maybe the Newark market has something you don't know about or overlooked. You see, you just can't miss the buyers when your schedule appears in America's leading week-day medium.

Newark Evening News . . NEWARK, NEW JERSEY

O'MARA & ORMSBEE, INC.—New York, Chicago, Detroit, San Francisco, Los Angeles

The Little Schoolmaster's Classroom



IN glancing through the January issue of one of the women's magazines, the Schoolmaster came upon a coincidence which set him wondering why similar situations do not occur more often.

Seventeen pages apart in the publication were two advertisements, both for hand creams, the illustrations of which were strikingly similar. One poses a question as a headline—"Do your hands feel rough as rope?"—to illustrate which are shown two hands over a background of coiled rope. The second advertisement had as its headline a testimonial from Mrs. Frank Buck who carries the advertised hand lotion with her on her journeys with her husband into the jungle. The illustration for this second advertisement, also shows a pair of hands manipulating a section of rope.

So similar were these illustrations that the Schoolmaster, coming upon the second, thought that he had seen the same illustration twice.

A question that this coincidence

brought to the Schoolmaster's mind was this: With copy writers continually casting about for new ideas, analogies and interesting ways to present their arguments, isn't it strange that on competing products the search doesn't lead more often up identical paths as in this instance? Perhaps in the fact that we don't come upon such coincidences more often lies a tribute to the versatility of our copy writers and art men—and also the interesting observation that the possibilities of advertising presentation are so infinite that such coincidences are not likely to happen too often.

If readers of the publication referred to notice this similarity as did the Schoolmaster, both advertisers should be pleased—for even as he writes this piece he can recall the names of both products quite vividly, due to the extra attention this similarity commanded.

Through the well-known processes of familiarity, the salesman may come to under-estimate the

Jan. 24, 1914
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consumer selling effectiveness of display material which is offered to dealers by his company. And it is, of course, of vital importance that the man in the field has an active confidence in and understanding of the result-getting potentials of those inanimate cardboard properties.

Bauer & Black, at their recent annual sales convention, employed an interesting method of selling a display to their own field men. The item in point is a 1935 window display on Pal supporters which is an elaboration of the central idea of a very successful 1934 display. Addressed to boys between the ages of twelve and eighteen, who are at the stage of entering the market for the product, the setting features a life-size picture of Emerson Norton, U. S. Olympic champion. The portrayal of his perfect physique sets the keynote that physical development requires vigorous exercise and that avoidance of injury during such activity calls for the wearing of a Pal supporter.

The curtain on the convention stage rose to reveal a complete installation of this display in a window of the hypothetical "Whataman Drug Co." Onto the scene walk four youngsters. Their attention is caught by the display and they engage in admiring conversation on the Norton physique.

Suddenly the central figure seems to come to life and walks forward to greet the boys. It is Emerson Norton in person, and the audience's surprise was considerable, Arthur Tatham, advertising manager of Bauer & Black, notes. Adroit lighting effects had up to this point completely concealed the fact that the figure was anything but the picture used in the regular display.

Subsequent action proceeded to bring to life the manner in which a display operates to create a sale. Mr. Norton stepped down and engaged his youthful admirers in conversation. In this discourse, he employed the same messages which are set forth in the printed version of the actual display—and four sales were made.

The little drama was accorded a

THE WAY



TO WACO



If you are sending advertising to a Waco newspaper—or any publication in America—the direct way is through our organization. From a clean, orderly and selling layout, we set the type. Mats and electros, made to reproduce clearly, are carefully packed, shipped and delivered on time. Your list, your copy—and your final approval—are all we need.

TYPOGRAPHY—MATS

ELECTROTYPES

IN NEW YORK

The Typographic Service Co.
Independent Typesetting Co.
Reilly Electrotpe Co.
Fine Screen Mat Corporation

IN CHICAGO

Lake Shore Electrotpe Co.

IN DETROIT

Michigan Electrotpe
& Stereotype Co.

IN INDIANAPOLIS

Advance-Independent
Electrotpe Co.

Divisions of
Electrographic Corporation
216 East 43th St., New York, N. Y.

WANTED

A firm manufacturing a confection sold nationally to both adults and children has an opening in its organization for a man with creative and merchandising ideas about products, package design, promotion and advertising. Preferably should be a resident of the Philadelphia district. Salary about \$3500.00. Answer by letter giving full qualifications. "L," Box 46, care Printers' Ink.

Advertising Assistant

YOUNG MAN—with decided advertising talents and writing ability—wanted to assist advertising manager of successful company located in Western Maryland. Lack of experience helpful if applicant has go-getter ambitions, no fear of hard work and willingness to learn. Write and sell yourself to this opportunity. Address "J," Box 45, care of Printers' Ink.

• ADVERTISING •

Account Executive

Small agency of recognized ability and good record seeks to augment its staff with an able executive . . . an account getter and holder. We think this is an opportunity for the right man who would like to be associated with congenial people and surroundings. Strictest confidence observed. "B," Box 39, P. I.

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

very hearty reception, Mr. Tatham reports, and there is much reason for believing that the field men left the room with a new respect and enthusiasm for the display which will not be lost upon dealers.

• • •

One topic that went sour during the lean years was salesmen's quotas. The thought seemed to be that there was not much point in stressing quotas when both sales manager and salesman knew in their hearts that quotas could not be reached or approached.

Now, however, quotas are again a subject of thought and conversation. It will be of interest, therefore, to certain members of the Class to know how one manufacturer has introduced the spice of novelty into his method of presenting quotas to his salesmen.

The manufacturer is the Thomas Devlin Mfg. Company, Inc., of Burlington, N. J., maker of pipe fittings and nipples. At an all-day meeting of salesmen, shortly before lunch time it was announced that luncheon would be a little late and that sandwiches had been prepared to tide the men over. Each "sandwich," served in wax paper, carried the name of one of the salesmen. When the wrapper was removed, the "filling" was found to be an announcement of that man's quota.

It was a stunt, pure and simple, but salesmen hanker for something new in their business routine.

• • •

Every so often some ingenious advertising mind conceives an idea

RESEARCH SPECIALIST

Furnishes information and source material on any subject—Complete bibliographies compiled—Scarce and out-of-print books, prints, costume plates supplied promptly at reasonable cost.

LEONARD A. ROSE

145 E. 23rd St., N. Y. City

Tel. GRamercy 5-3340

Class

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dictated man-
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Classified Advertisements

HELP WANTED

WANTED—Salesman for nationally syndicated millinery matrix service. Experienced. Lucrative sideline, commission only. Cramer Art Service, 11 East 36th St., New York City.

Contact Representative for Chicago, thoroughly grounded in principal media, college man, 28-33. Give chronological experience, religion, nationality, family status, salary past five years, minimum required. Address Box 447, Printers' Ink, Chicago, Illinois.

WANTED: College graduate, 23 to 26. Natural salesman. Must be student of modern sales methods—producer to consumer. Will understudy sales manager who will be away from his office most of the time. Exceptional opening. Complete information—salary expected—references. Box 448, Printers' Ink.

Travel Copy Writer—\$60

Widely experienced in writing adv. and editorial travel copy. Male or female, Christian. Under 38. Apply in confidence with samples to Walter A. Lowen, Placement Agency 11 West 42nd St., N.Y.

WANTED: ACCOUNT EXECUTIVE

for opening as vice-president in New York Agency. I want to talk with an experienced account executive thoroughly familiar with every phase of agency work; who has spent the last twelve years or so growing in the New York agency field; who has a proven creative record on major national accounts; who is now a full-fledged account executive; who can prove his ability to get and hold business; who feels he is ready to strike out and go places; who wants a more attractive financial arrangement to enable him to do things in a bigger way. I'm looking for a large order. The man I want can walk into any New York agency and get a fine job. I can and plan to offer more or I wouldn't be running this ad. All communications will be held in strictest confidence. Box 440, Printers' Ink.

MISCELLANEOUS

EXACT reproductions of Sales Letters, Testimonials, Bulletins, Pictures, etc.; \$1.50 hundred copies; add'l hundreds 20c. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

WANTED HORTICULTURAL CUTS

Will buy electros of four color process cuts of flowers, fruit, vegetables, shrubs, etc. Send proofs and prices to Box 446, Printers' Ink.

Proprietary—Cosmetic Adv. Specialists.

Theme-layouts—complete copy furnished advertising agencies for their clients. Working with best agencies. Accounts strictly confidential. Do not contact agency's clients. Box 450, Printers' Ink.

POSITIONS WANTED

An Advertising Agency whose business does not warrant expensive overhead can secure 21 years' agency experience. Office Manager — Bookkeeper — Space Buyer. Address Box 444, Printers' Ink.

LAYOUT MAN—PLANNING AND FINISHED ART WORK—EXCEPTIONAL EXPERIENCE AGENCY OR PUBLICATION. BOX 451, PRINTERS' INK.

MODERN FIGURE, GENERAL ADVERTISING ILLUSTRATION AND LAYOUT

Wide experience on prominent accounts. New York City only. Box 442, P. I.

ART DIRECTOR

Visualizer, finished figure, part time or free lance basis. National advertising agency experience. Box 443, P. I.

Experienced Executive wishes contact in Central States in advertising capacity. Specializes in house-organs, pep-talks, and new ideas of all kinds. Past printer and accountant, age 50. Salary \$100 week. Box 445, Printers' Ink.

COLOR EXPERT, ARTIST, ART DIRECTOR. Scientific use of color for industry. Experienced in producing art work and planning advertising for many national advertisers. Unusual ability and originality. Box 441, Printers' Ink.

ex-ec'u-tive (eg-sek'u-tiv), a. 1. Active or skillful in execution. 2. Designed or fitted for, or pert. to, execution, or carrying into effects; as, **executive** talent; qualified for, or pert. to, the execution of the laws to the conduct of affairs; as, **executive** powers; an **executive** officer; **executive** duties. Webster. \$5,000 per year, reduced from \$10,000. Box 449, Printers' Ink.

Publication—Advertising Sales

A man with wide experience as salesman and Advertising Manager of quality and front line newspapers and magazines, is open for engagement. Has successfully solicited largest accounts. Extended acquaintance among advertisers and agencies. Energetic—resourceful. Go anywhere. Box 452, Printers' Ink.

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No responsibility is assumed for any omission.

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Advertising rates: Page \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

that ties in his company's product in ways unexpected but practical. An instance are the check forms used by the Taylor Provision Company of Trenton, N. J.

The company sells pork rolls and its bank check is suggestive of one of these rolls, the tied ends of which are like a handle. A handle to such a check form is desirable, as your Schoolmaster observed, because the check which he saw was being passed around at least one office where it was received. Thus the company name was forcefully called to the attention of many persons.

• • •

The Wil-Low Cafeterias in New York City wanted to step up the amount of the checks of its customers. The cafeterias have all the customers, so far as numbers go, that they can well take care of. They had the idea, however, that people were not eating enough—if a sufficient number of them were to boost the size of their checks to 30 cents or more, Wil-Low would like it a lot.

So a large-size advertisement was run in newspapers offering a Cooper razor blade to each patron as he paid his check. To get the razor blade it was pointed out, of course, that the check must be 30 cents or better.

Four suggested menus were given and it is worthy of note that two of them reached a total of but 25 cents.

In two days' time the chain of twenty-four restaurants had distributed 32,000 blades and the management believes it has accomplished its purpose.

♦ ♦ ♦

Milwaukee "Journal" Changes Comic Section

The Milwaukee Journal introduced a twenty-four-page comic section supplement with its Sunday issue of January 20. It will contain forty-two comics at its maximum, more than double the number in the former full-page section. The new tabloid is five columns by 203 lines.

New Address

The United Advertising Companies, Inc., Chicago, has moved to 205 North Michigan Avenue.

NOBODY KNOWS

"Doing business without advertising,"
says some one or other, "is like winking at
a girl in the dark. You know what you are
doing but nobody else does!"

When you want people to know what
you are doing, printed advertising is a
big factor. And this should be in keep-
ing with the quality of your product.

LET'S TALK ABOUT IT

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE—NEW YORK CITY
MEDALLION 3-3500



68%

G R E A T E R
C O V E R A G E !

*Over 644,000 families in
Chicago and suburbs alone read the
Tribune daily. This is over 260,000 more
than read any other Chicago daily newspaper.
Because readers prefer Tribune news and features,
it has the volume of circulation—a 68%
greater coverage of metropolitan Chicago
—which enables advertisers to get the
best results in this market.*

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Average net paid daily circulation during the six months' period ended
September 30, 1934—city and suburban 644,000—Total 801,000

